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Explaining participation behaviour in communities of regional leisure-blogs

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Content

1 Abstract

Self-drive day trip tourism has an enormous economic importance for the region of Lower Austria which surrounds Austria´s capital Vienna. The residents of Lower Austria and Vienna form the vast majority of day-trip visitors to Lower Austria.

Despite the importance of the segment of day trip tourism for regional tourism marketing organisations (TMOs) this group of tourists is difficult to grasp. Promoting blogs of residents about their leisure time activities in a region is a promising marketing instrument for regional TMOs to address this market segment.

This doctoral thesis project proposes and validates a behavioural model based on the technology acceptance model (TAM) for modelling behavioural intentions of three main participatory patterns in online communities based on blogs. Based on the results of this project possible starting points for subsequent research are identified and recommendations for TMOs intending to implement such regional blog communities are provided.

The findings of this research project support practitioners by providing a deeper understanding of the motives of prospective participants. As the elements of the proposed behavioural model are based on previous research and conceptualised independent of the topic of interest of the blog community, the findings are additionally indicatory for research on blog communities in other fields.

In Niederösterreich, welches Wien, die Hauptstadt Österreichs umschließt, hat der Tagestourismus Einheimischer eine enorme volkswirtschaftliche Bedeutung. Die Bevölkerungen Niederösterreichs und Wiens bilden in Niederösterreich die große Mehrheit der Tagestouristen.

Trotz der Bedeutung dieses Tourismus-Segments, ist dieser Markt für lokale Tourismusorganisationen nur schwer erschließbar. Die Förderung von Freizeit-Blogs,

in welchen Einheimische über Freizeitaktivitäten in ihrer Region berichten, stellt in diesem Zusammenhang ein vielversprechendes Marketing-Instrument dar.

Dieses Dissertations-Projekt schlägt ein auf dem Technology Acceptance Model (TAM) basierendes Verhaltensmodell zur Erklärung der drei wichtigsten Verhaltensweisen der Teilnehmer von Blog-Communities vor und überprüft dieses empirisch. Anhand der Ergebnisse werden einerseits Ausgangspunkte für zukünftige Forschungsprojekte identifiziert und andererseits für lokale Tourismusorganisationen Empfehlungen zur Implementierung regionaler Blog-Communities erarbeitet.

Die Ergebnisse dieses Forschungsprojektes vermitteln Praktikern ein tieferes Verständnis der Motive möglicher Teilnehmer an Blog-Communities. Da das Verhaltensmodell einerseits auf früheren Forschungsergebnissen aufbaut und andererseits als vom Thema der Blog-Community unabhängig konzipiert wurde, sollten die Ergebnisse auch richtungsweisend für Blog Communities in anderen Bereichen sein.

2 State of the field

2.1 Self-drive day trip tourism

Usually the primary focus in tourism research is on tourist consumption associated with one or more overnight stays. So far the day trip market has been largely ignored in tourism literature, particularly in relation to economic and product development impacts ([Ca 08]).

It is clear that the day trip market, particularly for destinations in close proximity to large urban centres, is of enormous economic importance ([Ca 08]). Lower Austria surrounding Austria´s capital Vienna is such a case in point where the self-drive day trip tourism is even of higher economic importance than the tourist consumption associated with overnight stays (see [Wi 06] and [Wi 06-2]). Additionally notable is the fact that the residents of the area themselves represent the lion´s share of day trip visitors.

Table 1 shows the relative importance of the expenditures of resident day visitors for the region of Lower Austria compared to the whole of Austria (sources: [Wi 06] and [Wi 06-2]). While for the whole of Austria overnight stays of foreign visitors are the largest source of expenditures, in Lower Austria this is the case for day trips of residents.

One can expect that many day trip visitors have a more detailed knowledge of the region than foreign tourists coming for holidays. Therefore day trip visitors should be treated differently from a marketing communication perspective.

Spontaneous trip planning, concentration of activities at relatively few destinations in a single trip, low use of pre-trip planning information and selection from numerous competing tourist destinations each with relatively low attendance rates appear to be characteristics of day trips that may present challenges to regional TMOs ([Ca 08]).

Table 1 Tourist demand in Lower Austria, estimations for calendar year 2006

	Lower Austria mio €		Austria mio €	
expenditures of foreign visitors				
overnight stays	185	7%	13,047	**45%**
day visitors	353	13%	1,722	6%
expenditures of resident visitors				
private visitors				
overnight stays	565	21%	6,441	**22%**
day visitors	816	**30%**	3,880	13%
business visitors				
overnight stays	134	5%	1,484	5%
day visitors	307	11%	1,457	5%
expenditures of residents in weekend homes and secondary residences	331	**12%**	955	3%
sum total	**2,691**	100%	**28,986**	100%

In Lower Austria *Carson, Ecker* and *Waldhoer* in 2005 conducted a descriptive survey with 1.032 responding day trip visitors at 32 sites around the region ([Ca 08]). Following figures from this survey give clues about day visitors´ behaviour and provided guidelines for the empirical part of this doctoral thesis project (see also *Table 2*):

- 91% of the respondents were residents of Vienna (Austria´s capital surrounded by Lower Austria) or residents of Lower Austria,
- the most prominent reason for day trips to Lower Austria provided by respondents was sports (48%) - hiking and skiing the most frequently stated forms of sports - followed by general sightseeing (25%),
- for 90% of the respondents it was at least their second day trip within one year, more than 50% of the respondents claimed to have made more than 15 prior day trips to the region within one year to the interview,
- an average respondent provided 6-7 different reasons for day-trips within one year to the interview and less than 20% made day trips to the region only for a single reason,

- for planning day trips the most frequently used information sources were:
    - word-of-mouth (44%, f.e. by friends and neighbours),
    - media articles (39%) and
    - the Internet (15%).

Designing promotional campaigns aiming at self-drive day trip visitors may be challenging, as there is a reliance on relatively uncontrollable information sources such as word-of-mouth (and to a lesser extent reporting in popular media), and the evidence of success of a campaign will not be known through advance bookings and requests for brochures and similar accepted tourism metrics ([Ca 08]).

Given these indications about the importance of word-of-mouth and the Internet as sources of information and the fact that residents themselves are forming the overwhelming majority of day trip visitors, it can be expected that inducing residents to blog about their leisure time activities could be one possible way for regional TMOs to serve the self-drive day trip market in a region.

Table 2 Self-drive day trip tourism to Lower Austria (2005)

descriptive statistics, 1,042 respondents, face-to-face interviews at 32 sites around the region				
place of residence of respondents				
other parts of Lower Austria	**61%**			
Vienna	**30%**			
reasons for taking day trips to lower Austria			most common sports	
sport	**48%**	→	**hiking**	**18%**
general sightseeing	25%		skiing	18%
to attend specific festivals and events	20%		bicycle riding	13%
number of day trips to Lower Austria in the year before				
at least one other day trip	90%			
15 or more day trips	**>50%**			
share of all day trips in the past year & to Lower Austria	**70%**			
reasons for day trips of a respondent				
on average 6-7 different reasons				
< 20% of respondents made day trips for only 1 reason				
period for decision making				
within 24 hours before day trip	**50%**			
within a week of travelling	**25%**			
within 1 months	12.5%			
> 1 months	12.5%			
most frequent information sources used				
word of mouth	**44%**			
media articles	39%			
internet	**15%**			
no information source	20%			

2.2 Tourism and the Internet

Web 2.0

The term Web 2.0 comprises a second generation of Web services that let people collaborate and share information online in previously unavailable ways. Examples for Web 2.0 applications are social networking sites, wikis, blogs and podcasting ([Li 08]).

From a computer science perspective, the underlying technologies and practices in Web 2.0 platforms are not really innovative. What is innovative is how mash-ups are being widely used for the rapid implementation of creative ideas which would be too time consuming or expensive otherwise ([Li 08]).

The Web 2.0 phenomenon has no clearly-defined borders. All Web services assigned to Web 2.0 have in common that users rather than organisations are in the core of the developments. The Web 2.0 concept comprises a second generation of web-based services that emphasise user-generated content ([Sc 08]).

Online communities

Over the previous years there has been a dramatic increase in peer to peer communication on the Internet. Although this development did not take place due to commercial purposes, it is gradually evident that consumers are using Web 2.0 technologies and platforms to review commercial products and services and to support or criticise organisations for the quality of their offerings. Consumers learn to trust their peers more than the marketing of organisations. As a result blogs as well as review and networking sites are becoming incredibly important for organisations ([Ch 08]).

Wang and *Fesenmaier* ([Wa 04]) examined the antecedents of online travel community activity and found that online travel community members mostly seek social and hedonic benefits. The reasons for active contribution to the community include efficacy and possibility of reciprocity. *Wang* and *Fesenmaier* concluded that

online communities were able to fulfil social and psychological needs of its members ([Wa 04], [Ar 08]).

The importance of user-generated-content

For tourists the Internet is one important source of information contributing to tourists´ destination image formation.

Tourists are often overwhelmed by the huge amount of information available online, and therefore cannot locate what they intended to find. This can result in a situation where the vacation planning on the Internet becomes a frustrating experience for tourists ([Pa 00]). Information overflow on one side and lack of personal encouragement on the other side can lead to a lower destination image than f. e. obtained from consulting a human travel agent, relatives or friends ([Fr 08]).

Vacation planning on the Internet is a complex, information-intensive task. The tourists´ semantic mental models appear to be much more subjective and experiential than those the travel industry uses to describe a destination. Vacation planners and destination promoters use different languages. F. e. a travel planner could require a narrative about the experience to be expected to form his opinion whilst the destination promoter in a marketing language only talks about the price and value for money. The incredible growth in online social networks tools and blogs is clearly in response to the perceived control by the producers and probably addresses this discrepancy [Pa 06]. Blogs as electronic form of word-of-mouth shared by the consumers may close this gap.

An exploratory study of *Värlander* ([Vae 07]) with travel services as empirical context and comparing information quality perceived by consumers searching for information on the Internet with that perceived when consulting a sales representative in the travel planning process, showed tentatively that the information obtained online serves primarily the descriptive function (ref. to Jacobson´s communication model) in terms of attributes of the product but lacks to cover the emotive function of information. This tends to make it difficult for tourists to create a ‘whole’ out of the pieces of information found on the Internet. A sales representative has own personal experiences and can articulate these experiences in the form of a narrative. Such

story-telling can cover this emotive function of information and therefore can be of decisive influence in consumers´ decision-making. This qualitative study on online information quality in experiential consumption claims that consumers approach sales representative to obtain non-descriptive guidance and advice [Vae 07].

Narrative psychology contends that people have the natural propensity to organize information about experiences in story format. In tourism marketing to build up a certain destination image with potential consumers, sensory tourism information should be communicated either by means of new emerging technologies (f. e. virtual tours) or in the traditional form of metaphors and narratives (see [Go 05]). Therefore f. e. photographs taken by other tourists in the course of consumption and their stories published by means of a personal blog can support destination image formation of potential future visitors.

Blogs can be expected to add to the emotive function of information obtainable on the Internet.

Consumer reviews, electronic word-of-mouth

Consumer-generated content (CGC) especially in the form of online travel reviews written by consumers is growing in importance. Searching for travel-related information is one of the most popular online activities and travellers are expected to increasingly take advantage of such content. Because service products are intangible and cannot be easily described, consumers tend to rely on word-of-mouth from an experienced source to lower perceived risk and uncertainty. Online word-of-mouth differs significantly from its offline form in that it includes many-to-many communications, f. e. on consumer-opinion-platforms ([Gr 08]).

Some researchers claim that consumers prefer peer recommendations over other forms of input. Within travel, the Web 2.0 topic receiving most attention is clearly user reviews. Here individual consumers are solicited to provide both quantitative and qualitative feedback on destinations, hotels or other travel experiences they have visited, which are then amalgamated to generate overall satisfaction scores ([Oc 08]).

Consumer reviews are perceived as particularly influential because they are written from a consumer´s perspective and, thus, provide an opportunity for indirect

experience. They are also perceived as more credible than information provided by marketers. Consumers tend to rely more on consumer reviews when purchasing high involvement products; since travel is a high involvement product, one can expect extensive use of reviews for travel-related decisions ([Gr 08]).

Potential tourists are exposed to many different kinds of information. As a result, the demand for credible information sources has increased dramatically. Many researchers manifest that reliable word-of-mouth from family or friends plays a more significant role in the decision making process because non-commercial information is regarded as more objective and credible. It is expected that a word-of-mouth provider gains no profit from spreading good publicity ([Ch 08]).

Word-of-mouth has been found to be one of the most influential information sources for travel. Research has shown that those with past experience with a specific travel destination who engage in electronic word-of-mouth (eWOM) communication are most likely to be the most preferred source of information as well as most influential in the pre trip stage of travel decision making. Residents of the tourist destination as another group participating in the online community can also be expected to be of influence ([Ar 08]).

An online community is regarded as the most influential information source, and information-searching tourists increasingly consider the online community as a substitute for word-of-mouth ([Ch 08]).

Word-of-mouth can be defined as ‘informal communication between private parties concerning evaluations of goods and services’ ([Ar 08]). In effect, online communities simulate word-of-mouth but on a global scale where millions of end users may have a view on the quality and suitability of a product or service ([Ch 08]). While in the past word-of-mouth implied people talking individually or in small groups, the Internet has changed word-of-mouth into a mass communication media ([Oc 08].

2.3 Participation possibilities for private individuals on the Internet

This section provides a selection of exemplary participative possibilities for private individuals on the Internet and relates them to blogs as emerging form of online publishing and communication. The focus of these examples lies on possibilities where participants can express their personal interests and opinions and open part of their personal life to the Internet audience.

Blogs and personal home pages (static web pages)

For private individuals blogging is a simple possibility to publish personal content which can be contrasted to the previously complex production process of personal home pages based on HTML ([Al 07], p. 25). `The barriers that anybody experienced when starting publishing on the Internet have disappeared´ ([Al 07], p. 26 – own translation).

Blogs have simplified the generation and readability of personal home pages and added feedback possibilities that were formerly uncommon ([Al 07], p. 27).

N. Döring indicated in a 2002 review about personal home pages ([Doe 02]):

- that home page owners tended to be young, male, students and to possess an above-average level of Internet experience (belonging to certain occupational fields or identifying oneself strongly as a ‘netizen’ increased the probability that the individual had created a personal home page),
- that only the minority of personal home pages were typical self-presentation pages (i.e. were accessible, offered substantial content and in doing so emphasized the personality of the author). The majority was under construction or had an instrumental function (f. e. a link-list) for its owner,
- that due to the heterogeneity of personal home page production processes, the resulting media products were fairly diverse.

Obviously the emergence of blogs on the Internet tackles all of these issues. The review of *N. Döring* ([Doe 02]) contrasts to the new presentation and communication

possibilities that were brought to private individuals by the emergence of free-of-charge blogging services and gratis open-source blogging software available on the Internet.

A website is no longer a static page to be viewed in a browser, but a dynamic platform upon which users can generate their own experience ([Li 08]).

Blogs and online forums

T. Alby illustrates differences between the participation in an online forum and keeping a personal blog. In an online forum each participant may start a new discussion (thread) while in a blog the online discussion always emerges from a blog post of the blog author. Thus the personality of the author becomes more visible through a blog than in the course of participation in an online forum ([Al 07], p. 22).

Blogs and consumer opinion platforms

The utility of information provided on a consumer opinion platform for potential travellers can be expected to be much higher than the information related to a destination obtainable from the so called 'blogosphere'. The reason for this may be found in the more condensed information available on such a platform ([Gr 08]).

On the other hand if consumers aim at idea generation instead of only collecting others´ opinions about certain features of a tourist destination, the more comprehensive experiential information presented in blogs of other consumers may be more useful for them.

2.4 Blogs

Constitutive elements of blogs

'Weblogs or blogs are websites consisting of dated entries typically listed in reverse chronological order on a single page. Based on the nature of these entries, blogs are considered to be one of personal journals, market or product commentaries, or just filters that discuss current affairs reported elsewhere, participating in an online dialogue.' ([Ko 06]).

To date no consensus on a detailed definition of a blog (i.e. a we**b-log**) has been found. *T. Fischer* ([Fi 06], pp. 168-176) gives an overview of going definitions and carves out constitutive elements for a blog such as:

- technology and social process
- peer-to-peer communication
- chronological order of entries
- high density of hyperlinks to other pages
- interconnectedness with others
- instant feedback possibility
- comment-function
- actuality
- technology and services that create unique personal profiles, map out relationships, and leverage those connections to accomplish a task
- separation of layout and content
- diary
- news service
- standardised technology
- integration of new information in real time
- regularity of publications
- authenticity
- originality
- distinctiveness

(own translation)

The own definition in Fisher´s study is: 'Weblogs are personal or topic-oriented news services that are published as web pages on the Internet by means of a simple CMS (content management system) and that are regularly complemented with new entries and that are inter-linked with other blogs or websites in many ways' (own translation).

Ebner et al classify blogging software as content management system software (CMS software). According to them blogs contain no technical innovation but a new combination of existing possibilities on the Internet. The distinctiveness of blogs is

based on the ease of use of the software for technically inexperienced users ([Eb 05], see also [Li 08]).

Blogs can be seen as a media format on the Internet which encountered an accelerated growth over the past years. Blogs are regularly updated web pages that present content (primarily text, but also pictures and other multimedia content) in reverse chronological order. Each post on a blog is accessible via a direct and permanent URL and usually offers the possibility for visitors to leave a comment. Through comments and alternative forms of referencing to other blogs where interesting information was retrieved or a personal relationship to the author exists, networks of inter-linked blogs emerge. The entirety of all blogs on the Internet is termed the blogosphere ([Sc 06], p. 13).

Usage of blogs

Personal Online Journals

The vast majority of blogs is operated by private individuals who utilize this easy-to-use technology to publish personal impressions, thoughts and experiences on the Internet without claiming public relevance. Despite the absolute and relative dominance of such personal online journals in the blogosphere, this sort of blogs is under-represented in the public discussion which focuses primarily on journalistic filter-blogs and knowledge-logs ([Sc 06], p. 69).

More than with any other kind of web publishing, authorship is central to blogs. On a blog every word is inescapably associated with its author. Over time, a blog archive can read very much like an evolving portrait of its author´s interests and experiences ([Vi 05]).

Corporate blogs

Whether corporate blogs form part of the blogosphere is a controversial discussion. Some see ´independence of the author´ as characterising feature of a blog others appreciate corporate blogs as an initiative that brings suppliers and consumers closer to each other ([Al 07], pp. 41-43).

There is considerable research addressing corporate blogs as tools in marketing and/or customer services (f. e. development blogs, marketing blogs, customer services blogs).

Election blogs and **educational blogs** are two additional types of blog usage.

Characteristics of online communities based on blogs

Researchers have found evidence that there is the possibility that virtual communities develop based on blogs on the single-blog level (for an example see [Bl 04]) as well as on the aggregation level of groups of blogs.

Blogs should not be understood as isolated objects on the Internet but as embedded in online communities offering other means of communication and participation as well (f. e. forums and social networking services). Blogs can be implemented as single-blog installation or as one of a range of communicative elements for an online community site ([Ch 08]).

For online communities developing on the single blog or group of blogs level, the visibility of blogs on the Internet and the openness of blogs for communication between blog authors and commentators are important. As blogs in most cases are kept by a single person or a small group of people, reaching a sufficient number of readers and commentators is important. This means that a blog has an audience known to the author, f. e. friends, relatives and other people who become visible via blog comments. On the other hand a blog author has to be aware that he publishes personal information to the general public on the Internet.

From the perspective of the research question of this doctoral thesis project publishing to the general public on the Internet is imperative. Therefore openness to the general public is a constitutive element of blogs in this context.

2.5 Areas of blog research

The blogosphere

Weblogs or blogs collectively constitute the blogosphere, forming an influential and interesting subset on the Web ([Ko 06]).

Many researchers have focused on the structure of the 'blogosphere' (i.e. the information space built by all blogs on the Internet) and on linkage-patters (conversational structures) between blogs.

Several research streams aim at characterising blogs or the whole blogosphere. There is an ongoing discussion whether the blogosphere is of conversational nature. Conversational nature means that a blog is only a blog if it is extensively linked to other blogs and in the end to the whole blogosphere. The opposite viewpoint is that this claimed conversational nature only holds for A-list blogs and filter blogs while many blogs are only sparsely linked to other blogs or not linked at all ([He 05], see also [Al 07], pp. 28-31).

Techniques of social network analysis have been investigated as means for identifying key influence hierarchies and key influence nodes ([Vi 05]).

Information search in the blogosphere

Blogs receive a main part of their visitors from search engines and it is expected that only a minority of readers enter blogs via feeds. Blog search engines are under research and development, f. e. www.technorati.com or www.google.de/blogsearch that specifically support the media format and linkage structure of the blogosphere ([Al 07], pp. 46-48).

Blog directories are another important means by which blogs and blog content can be found.

Content analysis of the blogosphere

For tourism it would be interesting to investigate how a tourism destination is represented in the blogosphere which leads to the demand for tools for text analysis with challenges regarding other media formats applied in blogs (photos, videos, etc.) ([Dr 08], [Wa 08]).

News propagation in the blogosphere

Numerous examples impressively show how news topics had emerged in the blogosphere and later on were absorbed by traditional news media. To investigate patterns of propagation of news in the blogosphere and of how such news affect the public dialogue and opinion-forming may be additionally interesting.

Usage behaviours of bloggers, commentators and blog readers

The reasons for starting and maintaining a blog as well as the reasons for reading and commenting blog posts are numerous. So far the research on blogs has primarily dealt with specific forms of the media usage and on more technically oriented aspects on the aggregate level (the blogosphere).

At present in tourism research the employment of a group of blogs of residents as a tool for regional tourism marketing has not been dealt with. This research project was the first addressing this area by proposing a behavioural model for explaining the participation behaviours of blog reading, commenting and blogging in an online community about leisure time activities in a region and based on blogs, empirically testing and revising it.

It is important to note that the marketing approach targeted by this doctoral thesis project has to be differentiated from marketing activities assigned to the term ‘viral marketing’ by which f. e. businesses try to induce existing bloggers to blog about their products or services. This because the marketing activities investigated in this doctoral thesis project start with inducing people to blog (about leisure time activities in their region) instead of inducing existing bloggers to blog about a certain topic.

3 Research problem

Usually blogs are independent websites on the Internet that integrate with other blogs through referring links. For readers blogs offer communicative possibilities to state their personal viewpoint on a topic, to contact the author and to participate in online discussions inspired by a blog-article or comments of others.

If a regional TMO intends to stimulate the regional day trip market by encouraging blogging about leisure time activities in its region,

1.) *a regional TMO (at present) will face the online situation that existing blogs that fit their interests are infrequent and sparsely interconnected.*

Looking at the example of Lower Austria, hiking as one of the favourite reasons for daytrips to the region is typically exercised by two target groups:

- by families with young children (and little leisure time available) and
- by the elder generation not so familiar with online technologies compared to the younger ones.

Therefore it was expected that

2.) *the group of potential bloggers might be very small and knowing its motivational factors and behavioural determinants of critical importance.*

Despite of this small target group of prospective bloggers the extent of the online community in terms of number of people involved was expected to be much larger due to possible participatory patterns other than blogging. So

3.) *possible participatory patterns other than blogging should be factored in (f. e. blog-commenting and blog-reading) to get a more comprehensive view.*

In comparison with bloggers in other fields the target group of prospective bloggers in a regional online community about leisure time activities and based on blogs was expected to bear specific distinguishing features.

Due to the small target group of potential bloggers and the diverse participatory possibilities the audience of a blog may exercise, research was expected to be rather difficult, especially when taking in account the requirement of sufficient sample size.

4 Research question

In case a regional TMO intends to stimulate the regional day trip market by encouraging blogging about leisure time activities to its region:

What are explaining motivational factors of participation behaviour in an online community about leisure time activities in a region and based on blogs?

In the case of Lower Austria decision makers at the regional TMOs are aware of the Internet as an important channel for a regional marketing of day-trip tourism. The importance of user generated content (UGC) in conjunction with trip planning and travel decision making is evident and implementing online communities with UGC besides the static content of official tourism websites is expected to be a decisive step forward.

On the other hand establishing an online community about leisure time activities in a region is a costly undertaking that at present usually overcharges regional TMOs´ possibilities especially in terms of personnel resources.

In the course of this research project the rather vague general research question stated above was responded to in the form of a set of integrated explanatory models for the participation behaviours of reading, commenting and blogging leisure-blogs.

5 Methods

5.1 The pilot project

Considerations for implementation

Due to the economic importance and extent of the day-trip tourism to this region, Lower Austria was chosen as regional context. Lower Austria´s public TMOs acknowledge the importance of the day-trip tourism for the region and attempt to promote this market segment.

In May 2008 the author examined 136 private homepages of the 780 most active user accounts of the Austrian online forum www.gipfeltreffen.at (*Table 3*). At that time www.gipfeltreffen.at with 17,352 user accounts claimed to be the largest Austrian online forum for hiking and mountaineering activities. A list of all user accounts was publicly available and sortable on the total number of posts per user account. The total number of posts per user account was used as indicator of a user´s level of activity in the online-forum. The users had the option to offer a personal web-link assigned to their user account and shown on this publicly available list. The examination of the 780 most active user accounts revealed that 136 (17.44%) had such a personal web-link. 70 of these personal web-links lead to personal homepages that content-wise matched with the forum topics. 17 of these 70 personal homepages were identified as blogs. This result on the one hand indicated the small number of blogs about hiking and getaway-activities available on the Internet but on the other hand showed that blogs already formed a large share of 24% of the examined personal homepages.

The aforementioned indicates that at the time of the project in Lower Austria no online community about leisure time activities and based on blogs was available and open for investigation. Only a few blogs existed which were sparsely interconnected and lacked the required magnitude to serve as research object.

The search for blogs with suitable regional content via Google and the manual examination of blogs hosted at websites of popular blog hosting providers like wordpress.com and blogger.com gave the same impression. No indication was found that for another region such blog communities of sufficient size and open for investigation existed, which can be attributed to blogs being a rather young form of web publishing.

Table 3 Personal blogs of forum participants (www.gipfeltreffen.at)

total number of user accounts	17,352			
user accounts examined	**780**	**100.00%**		
user account includes Link to private Homepage	**136**	**17.44%**	**100.00%**	
type of website				
blog	**19**	**2.44%**	**13.97%**	
no blog	99	12.69%	72.79%	
page not available	18	2.31%	13.24%	
sum total	*136*		*100.00%*	
results		of 780	of 136	of 70
blog, fits forum topics and is personal	**17**	**2.18%**	**12.50%**	**24.29%**
no blog, fits forum topics and is personal	53	6.79%	38.97%	75.71%
homepage fits forum topics and is personal	*70*	*8.97%*	*51.47%*	*100.00%*

Based on the small number of blogs available and the lack of linkages between them the implementation of a pilot blogging platform (www.wandertipp.at) for leisure time activities in Lower Austria was deemed necessary to create an example case.

The pilot blogging platform www.wandertipp.at was launched in May 2008. As a focal topic hiking was chosen because sports and especially hiking tours are a primary reason for day-trips to Lower Austria ([Ca 08]).

The pilot blogging platform was based on Wordpress MU which was an open-source software provided under GNU-license that facilitated the operation of hundreds of blogs. Its functionalities were comparable to the Wordpress software which at that time possibly was the most frequently applied blogging software for self-operated blog installations globally. Furthermore the Wordpress software was the software basis for the free of charge blog hosting services offered on www.wordpress.com. Openness of the platform for contributions of visitors and integration with other

websites are important characteristics of Web 2.0 technologies and were supported by the Software.

Anticipated composition and classification of the pilot online community

F. Henri and *B. Pudelko* ([He 03]) in 2003 proposed a preliminary framework to observe, analyse and evaluate both activity and learning in virtual communities based on the social learning theory of *Wenger* ([We 98]). This theoretical framework is intended to allow for a better understanding of the phenomenon of virtual communities and their relationships to socialisation and learning.

In this framework 4 types of virtual communities are distinguished based on the two dimensions ‘strength of social bond’ and ‘gatherings´ intentionality’ that are:

1. community of interest (characterized later),
2. goal-oriented community of interest (f. e. a virtual project team),
3. learners´ community (this type f. e. refers to learning groups of students) and
4. community of practice (f. e. a group of experts in a certain trade).

For a regional TMO that intends to operate a regional online community about leisure time activities in its region and based on blogs the first type ‘community of interest’ seemed most relevant.

Characteristic features of a community of interest are:

- gathering of people assembled around a topic of common interest,
- the interaction of members cannot be assimilated into that of a formal group motivated by a common goal,
- the members identify themselves more to the topic of interest of the group than to its members,
- the learning that results from the participation in the community consists of knowledge construction, the use of which is more personal than collective,
- multi-membership (i.e. membership in several groups) and cross-posting (i.e. posting the same content in more than one group) positively correlate with the size of the group.

For the pilot blog community knowledge sharing and helping each other f. e. in the form of sharing of tips for leisure-time activities in the region were expected to form important motives for regular community participation. The theory of 'the strength of weak ties' of *M. Granovetter* ([Gr 83]) is one rationale why a community may prosper on such a conception.

The pilot online community was expected to be of the community of interest type of community additionally having comparable features to virtual self-help communities (see *section 6.2.5.3*, [Ch 04]).

5.2 Method of analysis

The theoretical model developed, tested and revised in the course of this research project was based on the Technology Acceptance Model (TAM) of Davis et al ([Da 89]). It was elaborated by means of a literature review and taking advantage of the author´s own experiences gathered in setting up and operating the pilot-platform during May – Dec. 2008.

A questionnaire was designed including indicators preferably derived from literature for each model element and with lowest possible amendment adjusted to the context of the research project. A draft version of the instrument was discussed with test-respondents for assuring comprehensibility and clearness of wording for each item.

During a month-long data collection phase 185 reviewed responses were collected and the proposed behavioural model was tested and revised for each behavioural pattern by means of PLS (partial least square) path models implemented and tested with SmartPLS software ([Ri 05]).

5.3 Data collection

To factor in different participatory patterns and make allowance for the potentially small group of participants who actually would participate as bloggers on the pilot-

platform, the execution of a survey based on an online questionnaire seemed adequate.

Typically online surveys are conducted with online questionnaires published on highly frequented websites. For an example see [Wa 04] where a survey addressed to approx. 150.000 ‘community members’ led to a total of 322 responses.

Considering the composition of the target group, the pilot project as real-life implementation was expected to offer the possibility to reach a meaningful sample for the potential audience of an online community about leisure time activities in a region and based on blogs.

As far as possible the survey was conducted among actual participants of the pilot blog community and the recruitment of respondents not actually having visited the pilot blog community was avoided to gain a meaningful sample.

6 Theoretic-conceptual approach

6.1 General

The theoretical model was based on the Technology Acceptance Model (TAM) of Davis et al ([Da 89]).

TAM is the most widely applied model of user acceptance and usage of IT systems. It suggests that the effects of exogenous variables (f. e. system design characteristics) on behavioural intentions to use (BI) an IT system are mediated by the key beliefs perceived ease of use (PEOU) und perceived utility (PU). An additional attitude component was omitted by Davis et al ([Da 89]) in their final model. TAM has received extensive empirical support through validations, applications and replications ([Yo 07], [Ve 00]).

The original and most common application of the TAM model is to explain the technology acceptance of IT systems by end users in a workplace context. But TAM was also applied and empirically supported in broader contexts such as the voluntary usage of IT systems, the Internet in general (as examples see [Jo 00], [Le 01]) and with Internet applications.

In the case of a regional online community about leisure time activities and based on blogs the TAM constructs (PU and PEOU) were not expected to sufficiently explain BI (as intention to read, comment or blog) because both elements primarily model BI in a technical system context.

For the proper modelling of the participation intentions in an online community it is acceptable to include elements in addition to TAM to allow for the relevant conditions (f. e. trust, self-motivation) of prospective users and social activities exerted by them (f. e. cross-posting in other communities, face-2-face activities). Such elements were expected to add explanations from the social system context to the model ([Ch 04]).

To prevent leveraging out the simplicity of the TAM such additional elements were related to either PEOU or PU as exogenous latent variables (this contradicts [Ch 04]).

6.2 Hypothesized relationships

6.2.1 Main participatory patterns

As mentioned in *section 3* possible participatory patterns other than blogging had to be factored in to get a more comprehensive view.

A single theoretical model was developed and claimed to explain the three main forms of participation facilitated by blogs which are:

1. *Passive participation:* at the extreme people may act solely as blog readers preventing to leave a comment in a blog they regularly read,
2. *Active participation:* the simplest form of active participation is facilitated by the commenting function of blogs and does not require having an own blog,
3. *Active blogging:* this form of participation requires having an own blog.

These three participatory patterns of reading (1), commenting (2) and blogging (3) leisure-blogs may be exercised by a single person; strong reciprocal dependencies of these three participatory patterns were expected to exist.

None of these three participatory behaviours was considered of less importance. Therefore for getting a comprehensive view of a regional online community about leisure time activities and based on blogs all three behaviours had to be investigated.

6.2.2 TAM: modelling 3 different usage behaviours with a single model

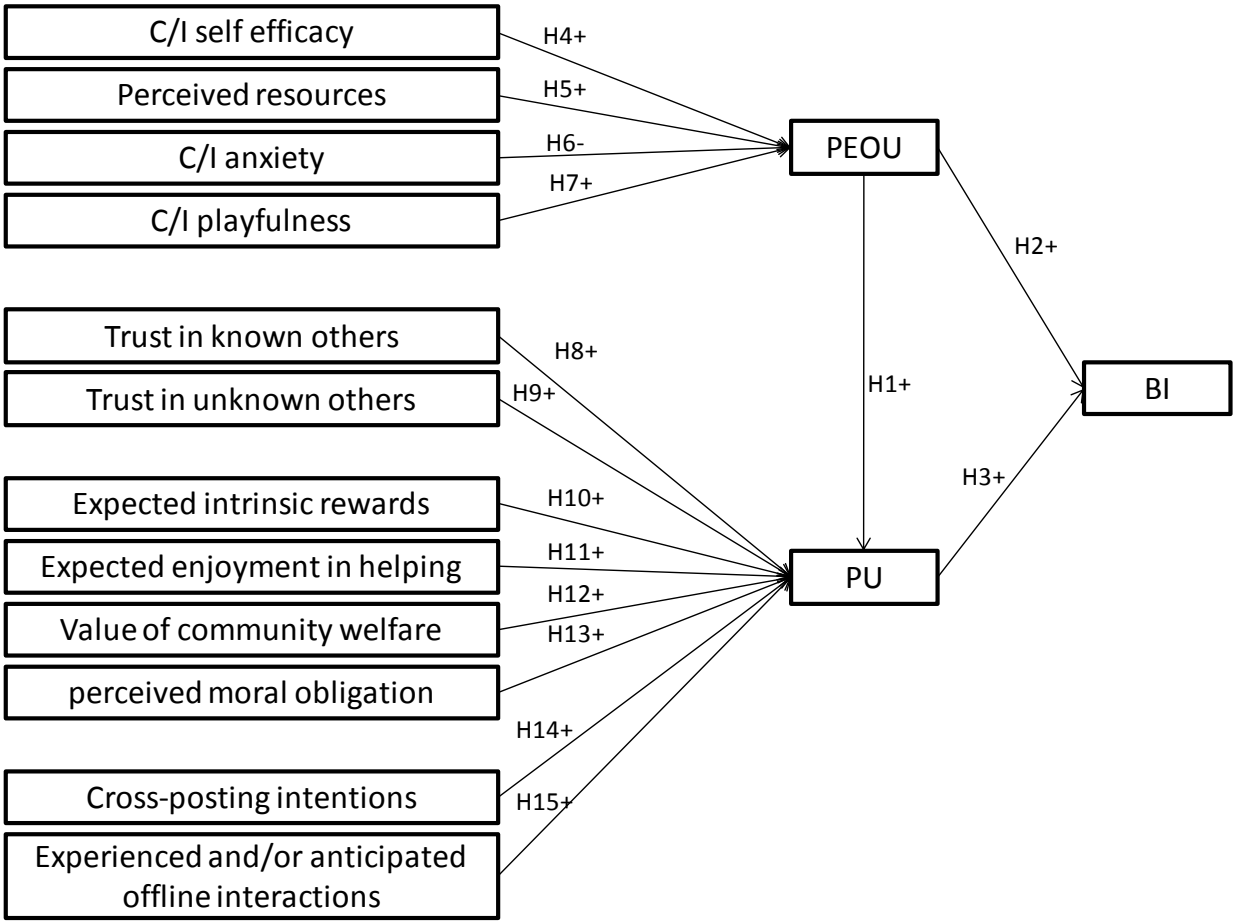
Completely different motives might explain the utility perceived by a prospective customer of a blogging platform of reading content (PR), communicating via comments (PC) or publishing in a personal blog (PB). These utility perceptions were expected to differ significantly dependent on what application context was associated by a respondent.

According to the three participatory patterns introduced in the previous section three separate PLS path analyses were conducted using the same data set and testing the same propositions. The model elements PU, PEOU and BI for each participatory pattern were measured with separate indicators specifically developed for the respective behaviour.

6.2.3 Model diagram

Figure 1 depicts the relationships hypothesized to explain the behavioural intention of community participation. Actually the model diagram represents a set of three behavioural models. A separate model was used for each of the participatory patterns of reading (1), commenting (2) and blogging (3) leisure-blogs.

Figure 1 Model diagram



6.2.4 Mediator variables and explained variable

PEOU → PU:

Hypothesis 1: *A person who perceives participating in the online community as easier (PEOU → high) also perceives participating in the online community as more useful (PU → high)*

PEOU → BI:

Hypothesis 2: *A person who perceives participating in the online community as easier (PEOU → high) will have a higher behavioural intention to participate (BI → high)*

PU → BI:

Hypothesis 3: *A person who perceives participating in the online community as more useful (PU → high) will have a higher behavioural intention to participate (BI → high)*

6.2.5 Exogenous variables

6.2.5.1 Determinants of PEOU

While the perceived ease of use (PEOU) forms part of many studies based on the TAM only very little research has been conducted to understand how that perception forms and changes over time ([Ve 00]).

V. Venkatesh ([Ve 00]) in 2000 proposed and validated control (internal control conceptualised as computer self-efficacy and external control as facilitating conditions), intrinsic motivation (conceptualised as computer playfulness), and emotion (conceptualised as computer anxiety) as external variables for the TAM and suggested that they determine early perceptions of the ease of use of a system.

These elements are expected to be individual difference variables that reflect general beliefs regarding computers based on prior experience with computers/software in general. They are suggested as substantial predictors of PEOU in a very early stage of system usage when prospective users lack actual knowledge of and hands-on experience with the system.

His empirical study shows that except of computer playfulness these model elements explain a large part of PEOU independent of respondents´ period of usage of the system.

V. Venkatesh ([Ve 00]) added two ‘adjustment elements’ – perceived enjoyment and objective usability – to his model to provide for the attainment of knowledge and hands-on experience by respondents. In comparison to the constructs mentioned above, these two elements were considered to be more dependent on the technical implementation of the system and the exercised user support. Therefore perceived enjoyment and objective usability were not included in the model.

Internal control: Computer/Internet self efficacy (C/I self efficacy, SE)

According to *A. Bandura* ([Ba 94]), self efficacy is the belief in one´s capabilities to organise and execute a course of actions required to produce given results. Within social cognitive theory, self efficacy is a form of self-evaluation that influences decisions about what behaviour to undertake and what goals one for oneself sets to attain.

Internet self-efficacy is a bundle of beliefs in one´s capabilities to organise and execute courses of Internet actions required to produce given attainments ([Hs 04]). It reflects the user´s behavioural control beliefs and subsequently PEOU of f. e. an Internet application.

Hypothesis 4: *A person having a higher level of C/I self efficacy will perceive participating in the online community as easier (PEOU → high)*

External control: perceived resources (RS)

While C/I self efficacy refers to the internal control possibilities of a user, perceived resources relates to the framework conditions of participation in a certain form a user observes. If sufficient resources (f. e. sufficient time available, sufficient prior experience with comparable software applications, sufficient speed of the Internet connection) are perceived to be available this can be expected to have a positive influence on PEOU ([Ve 00]).

Hypothesis 5: *A person perceiving more resources available will perceive participating in the online community as easier (PEOU → high)*

Emotion: Computer/Internet anxiety (C/I anxiety, AX)

'Computer [and Internet] anxiety is defined as an individual´s apprehension, or even fear, when she/he is faced with the possibility of using computers [and the Internet]. Computer [/ Internet] anxiety relates to users´ general perceptions about computer (and Internet) use and is a negative affective reaction toward computer [and Internet] use' ([Ve 00]).

Hypothesis 6: *A person showing a higher level of C/I anxiety will perceive participating in the online community as more difficult (PEOU → low)*

Intrinsic motivation: Computer/Internet playfulness (C/I playfulness, PL)

'Computer playfulness represents an abstraction of the openness to the process of using systems and such an abstraction criterion is expected to serve as an anchor for the perceived ease of use of a specific new system' ([Ve 00]).

Hypothesis 7: *A person showing a higher level of C/I playfulness will perceive participating in the online community as easier (PEOU → high)*

6.2.5.2 Determinants of PU: trust

Blog authors make their personal attributes, thoughts and feelings available to the general public and thus cross the border between private and public communication. But they always keep control of the form, content and extent of their exposition to the general public ([Sc 06], p. 83). They voluntarily make extensive archives of their personal thoughts and interests readily available to anyone surfing the Web ([Vi 05]). For the most part blog authors have no way of knowing who their readers are – a situation that has serious implications for both privacy and accountability ([Vi 05]).

A 2004 survey of *F. B. Víegas* ([Vi 05]) among active bloggers revealed that for the respondents the question of whether certain materials were too personal to blog about weighed heavily in their decisions of what to publish. Most respondents said they had considered whether certain topics were too personal to write about on their blogs fairly often. The same study indicates that for the most part, respondents

identified themselves on their blogs. The tendency for self-identification has been found in other studies as well ([Vi 05]).

While active bloggers usually seem to be concerned regarding the boundary between publishable and non-publishable material, for potential future bloggers the question of whether to publish (personal content) on the Internet at all can be of importance and a matter of trust. If a person does not trust the Internet community regarding privacy issues it may prevent to publish anything on the Internet but can be an interested reader.

While the TAM and its constructs PU, PEOU and BI is widely accepted when it comes to predicting usage of an IT system, from a social interaction perspective trust as important predictor of usage behaviour becomes important ([Ge 03]).

A 2003 study of *Gefen et al* confirmed an integrated model of trust and TAM to predict intended use in an online shopping context which can be seen as a situation of economic exchange. In a situation of social exchange (which is the case for an online community about leisure time activities and based on blogs) the relative importance of trust in explaining PU and usage behaviour can be expected to be even stronger. Contribution behaviour in an online community involves social uncertainty for the participants as to how others will behave. Trust increases the perceived certainty concerning other people´s expected behaviour and reduces the fear of being exploited, especially when the social exchange involves current costs invested in exchange for expected future unguaranteed rewards ([Ge 03]). The prominence of trust can be explained through social exchange theory (SET).

As blogs in the application relevant for this doctoral thesis project featured an extensive openness to the general public on the Internet, trust was considered to be important in two areas – ‘trust in known others’ and ‘trust in unknown others’ (i.e. in the safety of the Internet).

Trust: trust in known others

Regarding personal trust the situation in an online community about leisure time activities in a region and based on blogs may be comparable to the case of a prospective customer in an online shopping context and to customer´s trust-related-

beliefs about an online seller or online selling organisation. – This form of trust can be influenced by the behaviour of other participants and by the behaviour and policies of the organisation operating the online platform.

Following *McKnight et al* ([Mc 02]) trusting beliefs can be considered as perceptions of specific attributes of known people in an online community. Trusting beliefs means the confident perception of the truster that the trustee has attributes that are beneficial to the truster. Three trusting beliefs are utilized most often: competence (i.e. the ability of the trustee to do what the truster needs), benevolence (i.e. trustee´s caring and motivation to act in the truster´s interests), and integrity (trustee´s honesty and promise keeping) ([Mc 02]).

Doney et al ([Do 97]) define integrity and benevolence comparably to *McKnight et al*: Perceived integrity, the first dimension of trust, refers to the objective credibility of an exchange partner, an expectation that the partner´s word or written statement can be relied on. Benevolence, the second dimension, is the extent to which one partner is genuinely interested in the other partner´s welfare and motivated to seek joint gain ([Do 97]).

In the model trust in known others was included as a set of specific beliefs dealing with the perceived integrity (TI), perceived benevolence (TB), and perceived ability (TA) of other participants involved ([Do 97], [Ge 03]).

Hypothesis 8a: *A person trusting the benevolence of other known participants more than others will perceive participating in the online community as more useful (PU → high)*

Hypothesis 8b: *A person trusting the integrity of other known participants more than others will perceive participating in the online community as more useful (PU → high)*

Hypothesis 8c: *A person trusting the abilities of other known participants more than others will perceive participating in the online community as more useful (PU → high)*

In the model trust in known others was covered by 3 separate model elements - *hypothesis 8a* dealing with trust in the benevolence of others (TB), *hypothesis 8b*

dealing with trust in the integrity of others (TI) and *hypothesis 8c* dealing with trust in the abilities of others (TA).

Trust: trust in unknown others (TU)

General trust in the Internet audience and the safety of the Internet may be important because all contributions of a participant are visible to the general public on the Internet. This second form of trust may come in the form of a deep conviction of a participant and independent of the behaviour of and trust in known others.

According to *McKnight et al* ([Mc 02]) trusting beliefs about specific (known) people have to be distinguished from institution-based trust, i.e. trust in the environment. Institution-based trust for this doctoral thesis project refers to safety perceptions of the Internet environment. This distinction is important because in an online community a person may perceive known people as trustworthy but on the other hand feel uneasy about the general security of the Internet.

Institution-based trust comes from sociology and is the belief that needed structural conditions are present (f. e. on the Internet) to enhance the probability of achieving a successful outcome in an endeavour like e-commerce. It deals with the structures (f. e. legal protections) that make an environment feel trustworthy [Mc 02].

Trust in unknown others (TU) was expected to be important in explaining the behaviour of regular readers who at any cases prevent to exercise a contributing behaviour (as example for a comparable conceptualisation see [Le 01] and there the distinction of ‘the trustworthiness of the Internet as a shopping medium’ and ‘the trustworthiness of the Internet merchant’).

Hypothesis 9: *A person perceiving a higher level of trust in the general Internet audience and the safety of the Internet will perceive participating in the online community as more useful (PU → high)*

6.2.5.3 Determinants of PU: self-motivation

In case of a virtual self-help community (VSHC) technology acceptance may not be sufficient to explain participation intentions. To understand the question of 'why are people willing to contribute?' the helping theory from the psychology discipline can be used ([Ch 04]). From the social perspective of the helping behaviour, C.D. Batson ([Ba 02]) has distinguished four different motives: egoism, altruism, collectivism and principlism.

In [Ch 04] these four motives from the helping theory are directly linked to an 'attitude towards VSHC' component that subsequently explains users´ intention to contribute.

In the research model of the proposed doctoral thesis project these four elements were hypothesized to explain PU.

Self-motivation: expected intrinsic rewards

Expected intrinsic self-reward is derived from the concept of egoism, meaning that one´s pro-social acts contribute to the welfare of oneself. The ultimate goal of contributors expending a lot of energy in answering questions in an online community might be to build their own reputation and identities. One reason why people share their knowledge in virtual communities is because they can receive some intangible returns in the form of intrinsic satisfactions (f. e. praise, reputation and status) ([Ch 04]). In extra-organisational electronic networks individuals were found to gain status by answering frequently and intelligently – for an example see *Lakhani et al´*s study of the Usenet group for the 'open source' Apache software program ([La 03]).

Maintaining a personal blog as well as commenting blog-articles can be considered possible means to build own reputation and own online identity. Presenting oneself in an expert role to the audience combined with positive feedback may strengthen one´s self-esteem and thus contain such intrinsic rewards.

Hypothesis 10: *A person receiving or expecting to receive more intrinsic self-reward from contributing will perceive participating in the online community as more useful (PU → high)*

Self-motivation: expected enjoyment in helping (EN)

Expected enjoyment in helping is derived from the concept of altruism. Altruism comprises pro-social acts that contribute to the welfare of others. For example people may contribute their experience for the simple reason that they think someone needs it ([Ch 04]).

Individuals may contribute knowledge in an electronic network of practice because they perceive that helping others with challenging problems is interesting and because it feels good to help other people ([Wa 00]).

In a regional online community about leisure time activities and based on blogs participants can be expected to contribute their experiences in the forms of blog comments and blog-articles for the simple reason that they think someone needs them.

Hypothesis 11: *A person receiving or expecting to receive more enjoyment in helping from contributing will perceive participating in the online community as more useful (PU → high)*

Self-motivation: value of community welfare (WE)

Value of community welfare is derived from the concept of collectivism, meaning that one´s pro-social acts contribute to the welfare of a group. People help because they get benefits out of their membership in the group. People may like to work for the benefits of the community in order to sustain the discussion ([Ch 04], [Wa 00]).

In [Wa 05] value of community welfare is termed commitment (to the community). Commitment represents a duty or obligation to engage in future action and arises from frequent interaction. Commitment to a collective, such as an electronic network of practice, conveys a sense of responsibility to help others within the collective on the basis of shared membership ([Wa 05]). Findings from extra-organisational electronic networks suggest that individuals participate in networks due to a perceived moral obligation to pay back the network and the profession as a whole ([Wa 00]).

In the study of *M. Wasko et al* ([Wa 00]), the respondents reported that they participate in a knowledge exchange community because they think active participation will advance the community and benefit the community as a whole.

Due to the expected community of interest type of community (i.e. loose ties of the participants to the group, little commitment to the community) for this model element indicators were developed that did not expect active participation behaviour but represented the emotional ties participants develop to the community.

Hypothesis 12: *A person perceiving the welfare of the community as more important will perceive participating in the online community as more useful (PU → high)*

Self-motivation: perceived moral obligation (MO)

Perceived moral obligation is derived from principlism, meaning that one acts pro-social because of a feeling of moral obligation. People who have received help from the community in the past might feel obliged to contribute something they know and thus give back to the community for what they have received ([Ch 04]).

In [Wa 05] perceived moral obligation is termed reciprocity. Even though exchanges in electronic networks of practice occur through weak ties between strangers, there is evidence of reciprocal supportiveness. Prior research of *M. Wasko* and *S. Faraj* indicates that knowledge sharing in electronic communities of practice is facilitated by a strong sense of reciprocity – favours given and received – along with a strong sense of fairness ([Wa 00]).

In the study of *M. Wasko et al* ([Wa 00]), the respondents reported that they had participated in the community because of moral obligation. In the context of the pilot-community this motivation was not expected to be important due to the expected community of interest type of community.

Hypothesis 13: *A person feeling more morally obliged will perceive participating in the online community as more useful (PU → high)*

6.2.5.4 Determinants of PU: additional elements

Cross-posting intentions (CR)

For private individuals having a personal blog about their leisure time activities might be comparable to maintaining a personal homepage of their own. In comparison to participation in an online forum where own contributions vanish in various threads a personal blog offers the possibility to keep one´s contributions together and easily manageable. On the other hand in many cases the audience in an online forum about a favourite topic of interest will be much larger than a small group of friends and relatives plus accidental visitors from search engines coming to one´s personal blog. So the maintenance of a personal blog and f. e. one´s participation in online forums about topics of personal interest could form two complementing contribution behaviours of a person on the Internet.

In *section 5.1* it was argued that a regional TMO should aim at implementing a group of interest type of community featured as grouping focusing on a shared interest of the members and social ties expected to be loose which promotes virtual 'nomadism', i.e. multi-membership ([He 03]).

In [He 03] *Whittaker et al´*s ([Wh 98]) 1998 examination of mass interaction in 500 Usenet newsgroups is presented as an illustrative example of the typical characteristics of a community of interest type of community. *Whittaker et al* found extensive cross-posting to be prevalent. On average 34% of messages in each newsgroup were addressed to at least one other group and the average cross-posted message targeted 3.1 other newsgroups.

Additionally in *section 2.4* the openness of blogs and consequentially of online communities based on blogs was introduced promoting such cross-posting behaviour.

Contemplating the expected community of interest type of community ([He 03]) and the prevalence of cross-posting found in communities of that type ([Wh 98]) together with the characteristics of blogs facilitating cross-posting lead to the inclusion of cross-posting intentions in the theoretical model.

An own blog, like two sides of a coin, may serve two potentially important needs of bloggers:

1. a need for an own place on the Internet (seeking a degree of independency and control that f. e. is not attainable via an online forum participation) and
2. a need for flexible and easy participation in several online communities with the same own content and all at once (i.e. multi-membership).

In the model element cross-posting intentions both needs are modelled in a single element representing these fundamental needs of having all own content together plus easy re-publishing facilities.

Hypothesis 14: *A person more intending to have own content collected at one place on the Internet and cross-posting the same content will perceive participating in the online community as more useful (PU → high)*

Experienced and/or anticipated offline interactions (OF)

J. Koh and *Y.-G. Kim* ([Ko 03]) modelled and tested the execution of offline activities as predictor for two model elements (membership and influence) assigned to sense of virtual community. In 2007 the authors proposed and empirically tested a direct influence of level of offline interaction on posting activities ([Ko 07]).

Experienced and/or anticipated offline interactions could be an important lever to promote online community participation.

Hypothesis 15: *A person who experienced and/or anticipates a higher level of offline interactions between community members will perceive participating in the online community as more useful (PU → high)*

7 Instrument development

7.1 Development procedure

In a first step relevant literature from IS research was examined for items previously used to measure each model element. *Annex 1* shows an overview of typical items found in literature and *section 7.2* offers a more detailed introduction.

In a second step most measures had to be customized considerably (*section 7.3*), because the context of an online community about leisure time activities in a region and based on blogs was not directly comparable to that of previous research.

The customisation of measures obtained from literature was done by the author taking advantage of 10 months experience of managing the pilot-platform www.wandertipp.at and having an own blog about leisure time activities in the region of Lower Austria.

In a final third step face-to-face interviews with test-respondents were conducted to ensure comprehensibility of item-wording.

Due to the large extent of the questionnaire and the expected small obtainable sample size, the development of the questionnaire had to go without statistical pre-testing.

The final version of the questionnaire used in the online survey is shown in *Annex 2*. *Section 7.3* offers a more detailed discussion of item customisation.

7.2 Measures used in literature

7.2.1 TAM in general

TAM is used to explain a specific behaviour toward a specific target and within a specific context ([Da 89]). The wording of measures for the model constructs PEOU and PU had to reflect behaviour, target and context most relevant in a regional online community about leisure time activities and based on blogs and in case of doubt most relevant regarding the marketing goals of a regional TMO.

Behaviour:

Behaviour was expected to take the forms of reading, commenting and blogging. The measures for PU, PEOU and BI had to reflect these behavioural patterns.

Target:

Blogs about leisure time activities of private individuals in a region f. e. hosted on the pilot-platform www.wandertipp.at were the specific target for this research project.

Context:

The context was leisure time activities of private individuals in a region.

7.2.2 Perceived ease of use (PEOU)

PEOU items in [Da 89] (target = WriteOne, context = MBA-Program):

- Learning to operate WriteOne would be easy for me.
- I would find it easy to get WriteOne to do what I want it to do.
- It would be easy for me to become skilful at using WriteOne.
- I would find WriteOne easy to use.

PEOU items in [Ve 00]:

- My interaction with the system is clear and understandable.

- I find the system to be easy to use.
- I find it easy to get the system to do what I want it to do.

PEOU items in [Th 99] (a study about intrinsic and extrinsic motivation in Internet usage):

- Learning to use the Internet would be easy for me.
- I would it find easy to use the Internet to do what I want to do.
- It would be easy for me to become skilful at using the Internet.
- I would find the Internet easy to use.

PEOU items in [Ag 00] (a study conducted among students in the U.S. about enjoyment and flow associated with Internet usage):

- Learning to operate the Web is easy for me.
- I find it easy to get the Web to do what I want it to do.
- It is easy for me to become skilful at using the Web.
- I find the Web easy to use.

PEOU items in [Ch 01] (a study examining the influence of computer attitude and self-efficacy on IT usage behaviour):

- I find it easy to get Microsoft Word to do what I want it to do.
- My interaction with Microsoft Word is clear and understandable.
- I find Microsoft Word to be flexible to interact with.
- It is easy for me to become skilful at using Microsoft Word.

PEOU items in [Ba 98] (a study examining usage behaviour of a software tool for debugging):

- I believe that the debugging tool is cumbersome to use.
- My using the debugging tool requires a lot of mental effort.
- Using the debugging tool is often frustrating.
- I believe that it is easy to get the debugging tool to do what I want it to do.
- Overall, I believe that the debugging tool is easy to use.
- Learning to operate the debugging tool is easy for me.

[Le 03] is a critical review of the TAM showing a selection of measures for PU and PEOU from literature, PEOU measures not afore-mentioned are:

- Interacting with the (application) is often frustrating.
- It is easy for me to remember how to perform tasks using the (application).
- Interacting with the (application) requires a lot of mental effort.
- I find it takes a lot of effort to become skilful at using the (application).

[Ch 02] offers similar measures for PEOU.

7.2.3 Perceived usefulness (PU)

PU items in [Da 89] (target = WriteOne, context = MBA-Program):

- Using WriteOne would improve my performance in the MBA program.
- Using WriteOne in the MBA program would increase my productivity.
- Using WirteOne would enhance my effectiveness in the MBA program.
- I would find WriteOne useful in the MBA program.

PU items in [Ve 00]:

- Using the system improves my performance in my job.
- Using the system in my job increases my productivity.
- Using the sytem enhances my effectiveness in my job.
- I find the system to be useful in my job.

PU items in [Th 99] (a study about intrinsic and extrinsic motivation in Internet usage):

- Using the Internet improves my work performance.
- Using the Internet improves my work productivity.
- I find the Internet useful for my work.
- Using the Internet enhances my effectiveness in my work.
- Using the Internet provides me with information that would lead to better decisions.

PU items in [Ag 00] (a study conducted among students in the U.S. about enjoyment and flow associated with Internet usage):

- Using the Web enhances my effectiveness in college.
- Using the Web enhances my productivity.
- I find the Web useful in my college activities.
- Using the Web improves my performance in college.

PU items in [Ch 01] (a study examining the influence of computer attitude and self-efficacy on IT usage behaviour):

- Using Microsoft Word can improve my job performance.
- Using Microsoft Word can make it easier to do my job.
- Using Microsoft Word in my job can increase my productivity.
- I find Microsoft Word useful in my job.

PU items in [Ch 02] (a study about enticing online consumers, AAA = name of the virtual store):

- Using AAA would enable me to accomplish shopping or information seeking more quickly than using traditional stores.
- Using AAA would improve my performance in shopping or information seeking (e.g. save time or money).
- Using AAA would increase my productivity in shopping or information seeking (e.g. make purchase decisions or find product information within the shortest timeframe).
- Using AAA would enhance my effectiveness in shopping or information seeking (e.g. get the best deal or find the most information about a product).
- Using AAA would make it easier for me to shop or find information.
- I find AAA very useful in my shopping or information seeking.

[Le 03] is a critical review of the TAM showing a selection of measures for PU and PEOU from literature. PU measures not afore-mentioned are:

- Using (application) improves the quality of the work I do.
- Using (application) gives me greater control over my work.

- Application enables me to accomplish tasks more quickly.
- Application supports critical aspects of my job.
- Using (application) allows me to accomplish more work than would otherwise be possible.

[Ba 98] offers similar measures for PU.

7.2.4 Behavioural intention to use (BI)

BI items in [Ve 00] adopted from [Da 89]:

- Assuming I had access to the system, I intend to use it.
- Given that I had access to the system, I predict that I would use it.

BI items in [Ag 00] (a study conducted among students in the U.S. about enjoyment and flow associated with Internet usage):

- I plan to use the Web in the future.
- I intend to continue using the Web in the future.
- I expect my use of the Web to continue in the future.

BI items in [Ch 01] (a study examining the influence of computer attitude and self-efficacy on IT usage behaviour):

- I always try to use Microsoft Word to do a task whenever it has a feature to help me perform it.
- I always try to use Microsoft Word in as many cases / occasions as possible.

7.2.5 C/I self efficacy (SE)

In [Ve 00] computer self-efficacy was addressed with following measures adopted from [Co 95]:

I could complete the job using a software package...

- ... if there was no one around to tell me what to do as I go.
- ... if I had never used a package like it before.
- ... if I had only the software manuals for reference.

- ... if I had seen someone else using it before trying it myself.
- ... if I could call someone for help if I got stuck.
- ... if someone else had helped me get started.
- ... if I had a lot of time to complete the job for which the software was provided.
- ... if I had just the built-in help facility for assistance.
- ... if someone showed me how to do it first.
- ... if I had used similar packages before this one to do the same job.

In [Ag 00] a study conducted among students in the U.S. about enjoyment and flow associated with Internet usage the same items for self efficacy as stated above were used.

In [Ch 01] a study examining the influence of computer attitude and self-efficacy on IT usage behaviour the same items for self efficacy as stated above were used.

7.2.6 Perceived resources (RS)

In [Ve 00] facilitating conditions were addressed with following measures:

- I have control over using the system.
- I have the resources necessary to use the system.
- The system is not compatible with other systems I use.

7.2.7 C/I anxiety (AX)

In [Ve 00] computer anxiety was addressed with following measures:

- Computers do not scare me at all.
- Working with a computer makes me nervous.
- I do not feel threatened when others talk about computers.
- It wouldn´t bother me to take computer courses.
- Computers make me feel uncomfortable
- I feel at ease in a computer class.
- I get a sinking feeling when I think to use a computer.
- I feel comfortable working with a computer.

- Computers make me feel uneasy.

7.2.8 C/I playfulness (PL)

In [Ve 00] computer playfulness was addressed with following measures:

- The following questions ask you how you would characterize yourself when you use computers:
  - ...spontaneous
  - ...unimaginative
  - ...flexible
  - ...creative
  - ...playful
  - ...unoriginal
  - ...uninventive

In [Ag 00] (a study conducted among students in the U.S. about enjoyment and flow associated with Internet usage) following items for Internet-playfulness were used:

- When using the Web I am Spontaneous.
- When using the Web I am Imaginative.
- When using the Web I am Flexible.
- When using the Web I am Creative.
- When using the Web I am Playful.
- When using the Web I am Original.
- When using the Web I am Inventive.

7.2.9 Trust in known others (TI, TB, TA)

In the model trust in known others as first form of trust is conceptualised as a set of specific beliefs dealing with the perceived integrity, benevolence, and ability of other participants involved ([Do 97], [Ge 03]). For each of these specific trusting beliefs a LV was modelled and a set of indicators developed.

For the context of e-commerce *McKnight et al* in their 2002 study used following measures ([Mc 02]):

For the benevolence of company AAA:

- I believe that AAA would act in my best interest.
- If I required help, AAA would do its best to help me.
- AAA is interested in my well-being, not just its own.

For the integrity of company AAA:

- AAA is truthful in its dealings with me.
- I would characterize AAA as honest.
- AAA would keep its commitments.

For the competence (= ability) of company AAA:

- AAA is competent and effective in providing ...
- AAA performs its role of giving ... very well.
- Overall, AAA is a capable and proficient ...
- In general, AAA is very knowledgeable about ...

P. Pavlou [Pa 03] integrated trust and risk with the TAM for consumer acceptance of electronic commerce. For the measurement of trust indicators from [Ja 00] were adopted. An own assignment is presented (i...integrity, b...benevolence, a...abilities), because the individual items were not explicitly linked to trust in the integrity, benevolence or abilities of the store,. The original measures for ‘consumer trust in an Internet store’ applied in [Ja 00] were:

- This store is trustworthy. (i)
- This store wants to be known as one who keeps promises and commitments. (i)
- I trust this store keeps my best interests in mind. (b)
- I find it necessary to be cautious with this store. (i)
- This retailer has more to lose than to gain by not delivering on their promises. (not assignable)
- This store´s behaviour meets my expectations. (a)

- This store could not care less about servicing a person from Australia. (b)

Gefen et al ([Ge 03]) integrated trust and TAM in an online-shopping context and also referenced [Ja 00] as one of several sources for instrument development. Additionally they adopted measures from [Ge 02] that are:

For the ability of company AAA:

- AAA are competent in their field.
- AAA are knowledgeable concerning their products.

For the integrity of company AAA:

- AAA are frank when dealing with us.
- AAA are honest about their problems.
- Even when explanations are given by AAA are unlikely, they are the truth.
- AAA are open in dealing with us.
- Our organisation can count on AAA to be sincere.

For the benevolent intentions of company AAA:

- We can count on AAA to consider how their decisions will affect us.
- AAA put customer´s interests before their own.

In [Do 97], a study examining the nature of trust in buyer-seller relationships following measures for trust in the form of credibility (i.e. integrity) and benevolence were used. An own assignment is shown (c...credibility, b...benevolence), because the individual items were not explicitly linked to trust in the integrity or benevolence of the supplier firm:

Trustworthiness of supplier firm:

- This supplier keeps promises it makes to our firm. (c)
- This supplier is not always honest with us. (c)
- We believe the information that this vendor provides us. (c)
- This supplier is genuinely concerned that our business succeeds. (b)
- When making important decisions, this supplier considers our welfare as well as its own. (b)

- We trust his vendor keeps our best interests in mind. (b)
- This supplier is trustworthy. (c)
- We find it necessary to be cautious with this supplier. (c)

Trustworthiness of salesperson:

- This salesperson has been frank in dealing with us. (c)
- This salesperson does not make false claims. (c)
- We do not think this salesperson is completely open in dealing with us. (c)
- This salesperson is only concerned about himself/herself. (b)
- This salesperson does not seem to be concerned with our needs. (b)
- The people at my firm do not trust this salesperson. (c)
- This salesperson is not trustworthy. (c)

In [Ri 02] the antecedents and effects of trust in virtual communities were examined with following measures:

Trust – ability component:

- I feel very confident about the skills that the other participants on this bulletin board have in relation to the topics we discuss.
- The other participants on this bulletin board have much knowledge about the subject we discuss.
- The other participants on this bulletin board have specialised capabilities that can add to the conversation on this bulletin board.
- The other participants on this bulletin board are well qualified in the topics we discuss.
- The other participants on this bulletin board are very capable of performing tasks in the topics we discuss.
- The other participants on this bulletin board seem to be successful in the activities they undertake.

Trust – integrity (i) and benevolence (b) component:

- The other participants on this bulletin board are very concerned about the ability of people to get along. (b)
- The other participants on this bulletin board would not knowingly do anything to disrupt the conversation. (b)
- The participants on this bulletin board are concerned with what is important to others. (b)
- The participants on this bulletin board will do everything within their capability to help others. (b)
- The participants on this bulletin board try hard to be fair in dealing with one another. (i)
- The other participants on this bulletin board do not behave in a consistent manner. (i)

7.2.10 Trust in unknown others (TU)

In respect of a regional online community about leisure time activities and based on blogs the following selection of measures from [Mc 02] were considered for adaption:

- I feel good about how things go when I do purchasing or other activities on the Internet.
- I am comfortable making purchases on the Internet.
- I feel that most Internet vendors would act in a customers´ best interest.
- Most Internet vendors are interested in customer well-being, not just their own well-being.
- I always feel confident that I can rely on Internet vendors to do their part when I interact with them.
- The Internet has enough safeguards to make me feel comfortable using it to transact personal business.
- I feel assured that legal and technological structures adequately protect me from problems on the Internet.

- In general, the Internet is now a robust and safe environment in which to transact business.

In [Ri 02] the antecedents and effects of trust in virtual communities were examined with following measures:

Disposition to trust:

- I generally have faith in humanity.
- I feel that people are generally reliable.
- I generally trust other people unless they give me reason not to.

7.2.11 Expected intrinsic rewards (IR)

Expected intrinsic self-reward is the first of four basic principles of the helping theory of *C. D. Batson* [Ba 02].

M. Wasko and *S. Faraj* in the context of knowledge contribution in electronic networks of practice used following measures for reputation as one form of expected intrinsic self-reward ([Wa 05]):

- I earn respect from others by participating in the Message Boards.
- I feel that participation improves my status in the profession.
- I participate in the Message Boards to improve my reputation in the profession.

7.2.12 Expected enjoyment in helping (EN)

Expected enjoyment in helping is the second of four basic principles of the helping theory of *C. D. Batson* [Ba 02].

M. Wasko and *S. Faraj* in the context of knowledge contribution in electronic networks of practice used following measures for the expected enjoyment in helping ([Wa 05]):

- I like helping other people.
- It feels good to help others solve their problems.

- I enjoy helping others in the Message Boards.

7.2.13 Value of community welfare (WE)

Expected community welfare is the third of four basic principles of the helping theory of *C. D. Batson* [Ba 02].

M. Wasko and *S. Faraj* in the context of knowledge contribution in electronic networks of practice used following measures for commitment as one form of expected community welfare ([Wa 05]):

- I would feel a loss if the Message Boards were no longer available.
- I really care about the fate of the Message Boards.
- I feel a great deal of loyalty to the Message Boards.

7.2.14 Perceived moral obligation (MO)

Perceived moral obligation is the last of four basic principles of the helping theory of *C. D. Batson* [Ba 02].

M. Wasko and *S. Faraj* in the context of knowledge contribution in electronic networks of practice used following measures for reciprocity as one form of perceived moral obligation fulfilment ([Wa 05]):

- I know that other members will help me, so it´s fair to help other members.
- I trust that someone would help me if I were in a similar situation.

7.2.15 Cross-posting intentions (CR)

For the measurement of cross-posting intentions no items were found in the course of the literature review. Therefore own items were developed by the author.

7.2.16 Experienced and/or anticipated offline interactions (OF)

Experienced and/or anticipated offline interactions could be an important lever to promote online community participation. *J. Koh* and *Y.-G. Kim* proposed and

empirically confirmed a direct influence of level of offline interaction on posting activities for a selection of virtual communities in Korea ([Ko 07]).

Following measures for offline interaction were used in [Ko 07]:

- The members of my virtual community often contact each other by phone.
- The members of my virtual community often meet each other in informal off-line meetings.
- The members of my virtual community actively participate in regular off-line community meetings.

7.2.17 Individual attributes of respondents

Following individual attributes used in previous research were considered for the survey (for each attribute one exemplary literature reference is shown):

- Nationality ([Fr 08])
- Gender (male, female) ([Fr 08])
- Age (18-29, 30-44, 45-65, over 65) ([Fr 08])
- Education (none, primary studies, secondary studies, higher qualifications) ([Fr 08])
- Work situation (employed, unemployed, student, old age pensioner, housewife, other) ([Fr 08])
- Profession (director / manager, expert or technician, liberal professional, civil servant, admin. worker, employee, manual worker, other) ([Fr 08])
- Monthly family income (under 600, 600-1200, 1201-1800, 1801-2400, 2401-3000, 3001-4000, 4001-5000, over 5000) ([Fr 08])
- No. of people in family unit (1, 2, 3, 4, 5 or more) ([Fr 08])
- Internet use (less than 1 year, 1-2 years, 2-3 years, more than 3 years) ([Ki 04])
- Frequency of Internet usage:
  On the average, how frequently do you use the Internet?
  (never/almost never, less than once a month, a few times a month, a few times a week, about once a day, several times a day) ([Th 99])

- Daily Internet usage:
  On the average working day, how much time is spent on the Internet?
  (never/almost never, less than 1/2 hour, from 1/2 hour to 1 hour, 1-2 hours, 2-3 hours, more than 3 hours) ([Th 99])
- Diversity of Internet usage:
  Please indicate the extent to which you use the Internet to perform following tasks.
  (tasks asked for were: to get information, to get product support, to communicate with people, to get free resources, to do purchasing / shopping, to apply for a job, to do swapping/selling transactions – each task was asked for with a 5-point Likert scale ranging from ‘not at all’ to ‘to a great extent’) ([Th 99])

For some individual attributes adding the selection possibility ‘prefer not to disclose’ might be useful ([Vi 05]).

7.3 Questionnaire design

Principle questions

The following important questions were indentified:

Question 1: Is it advisable to explicitly talk about outdoor blogs or to ask for personal homepages about outdoor activities?

At the time of the survey it was very likely that the knowledge of blogs and the blog format differed considerably among respondents. Presumably many respondents were not able to identify a personal homepage as blog when visiting one.

Question 2: Is it advisable to explicitly talk about blogs on the pilot-platform www.wandertipp.at or to generally ask for blogs about outdoor activities (wherever they are located on the Internet)?

The phenomenon of blogs about leisure time activities in a region was not limited to blogs hosted on the blog platform www.wandertipp.at and when addressing ‘outdoor blogs in a region’ it was desirable that respondents having an own blog outside the pilot-platform responded, having their experience with their own blogs in mind.

Question 3: What are the main forms of utility obtained from reading, commenting and blogging?

For the measurement of PU knowledge of the main forms of utility obtained from reading, commenting and blogging leisure-blogs was important. In respect of a software-application used in a workplace environment the utility might be clearly defined by job tasks to be fulfilled. The same might be the case with effectiveness and efficiency of task fulfilment. In the context of blog-articles about leisure time activities the aspects reflecting one´s perceived personal utility obtained were expected to differ significantly among readers.

Testing the instrument

A minimum number of 3 and a maximum number of 6 indicators per model element were chosen from an initial list of possible items.

The similarity of questionnaire items was favoured over maximising the diversity of indicators for the same model element, because the demographic features, the life situation and the personal experience of respondents with computers, blogs and the Internet were expected to differ significantly.

Due to the large extent of the questionnaire and the expectation that the number of known prospective respondents was very small, it was not feasible to pre-test the questionnaire. An additional consideration was to not irritate possible respondents by approaching them twice with almost the same extensive questionnaire.

Therefore firstly test-respondents were asked to respond to the initial questionnaire. After completion of the questionnaire, the comprehensibility of and the ideas associated with the questions were discussed with each test-respondent in detail (open interviews), resulting in changes to questionnaire items.

When selecting the test-respondents, attention was paid to the test-respondents´ age, Internet usage and prior usage of the pilot-platform.

Table 4 Features of test-respondents

gender	age	Internet usage	personal relatedness to the pilot platform
female	32	daily usage in various ways (f.e. at work)	none, no regular reader, left no comments
female	33	daily usage in various ways (f.e. at work)	regular reader (weekly), left occasional comments
female	39	daily usage in various ways (f.e. at work)	regular reader (weekly),started an own blog but skipped it because of lack of time
female	64	daily usage, reader only	regular reader (almost daily), left no comments
male	65	daily usage, reader & blogger	active blogger on pilot platform, left regular comments
male	69	occasional usage	occasional reader, left no comments
female	70	daily usage, primarily as reader	regular reader (almost daily), contributor of guest articles and comments

Ref. questions 1 and 2

Those were treated by taking into account the feedback obtained from test-respondents.

Ref. question 3

As the personal utilities were expected to differ significantly among respondents the online audience of the pilot-platform was asked directly for possible utilities perceived. The inquiry took place in the form of blog-articles commented by participants.

Following sets of possible utilities were drawn up:

1. PU of reading:
    - to build-up general knowledge about the region,
    - to get new ideas for day-trips (in a very early stage of the planning process),
    - to find important information for planning a specific day-trip,
    - to obtain latest information (f. e. about the weather, hiking conditions, places of interest),
    - to mentally take part in the lives of other people (blog reading may give rise to memories of the personal past),
    - to learn more about the blog author,
    - as a pastime (f. e. lovely pictures, enjoyable stories),
    - to get the same information like others (i.e. to be up-to-date),
    - to gain insights in the lives of completely different people (i.e. blog reading serves the own curiosity at no or low risk),
    - to keep informed about the blog author (who f. e. is a friend or relative),
    - to benefit from previous experiences of others (and take out the best for oneself),
    - for the pleasure of anticipation.
2. PU of commenting:
    - to discuss topics of shared interests with the blog author and / or other readers,
    - to ask questions induced by the content of blog-articles and get answers,
    - to get in contact with the blog author and / or other readers,

- to share own opinions (viewpoints, worries, pains, pleasures),
- to share own knowledge,
- to put right, complement and improve blog-articles,
- to thank the blog author for his efforts and motivate him to do more,
- to leave a personal trace (‘I was here’),
- to put oneself in relation to a favourite topic (‘I want to express my relationship to the topic’),
- for the pleasure of interacting with others.

3. PU of blogging:

    - to have an own place (homepage) on the Internet,
    - to get found,
    - to get in contact with others,
    - to commemorate pleasant memories,
    - to share noteworthy things with others,
    - to keep a diary of noteworthy events and thoughts,
    - to share information on favourite topics of interest (hobbies),
    - to get feedback,
    - to freely publish own opinions without censorship in a certain frame,
    - to express oneself (i.e. the usage of a blog as means for self-display),
    - to share ones experiences (pleasures, pains),
    - to open part of ones private life to others,
    - to deal with important life-topics,
    - to keep in contact with friends and relatives and inform about ones well-being,
    - for self-motivation,
    - to build up an own reputation.

The questionnaire items employed in the survey were selected from these initial lists including the feedback obtained from test-respondents.

Type of survey and questionnaire

Conducting an online survey seemed most adequate because respondents were expected to bring along sufficient skills in operating such an online survey tool.

Only a small sample size seemed obtainable, therefore the usage of the full and same questionnaire for all respondents (no logical paths dependent on responses) seemed adequate.

Scales

For all indicators 5-point Likert scales were used, the options to be chosen were:

- agree completely
- tend to agree
- neither agree nor disagree
- tend to disagree
- disagree completely.

Item wording

Respondents had to mandatorily respond to all questions. No ‘do not know’ option was offered to by tendency obtain clearer responses. In the introduction text respondents were asked to use ‘neither agree nor disagree’ in cases where they actually lacked opinion.

For items asking for perceptions dependent on the actual experience of respondents, the wording of items included a combination of the definite form and the form of possibility, f. e.: ‘To operate a blog page as reader is easy for me [= definite form] or would be easy for me [= form of possibility].’ This combination of definite form and form of possibility seemed indispensable for some items, but was avoided as far as possible.

The interviews conducted with test-respondents showed that the usage of the terms ‘blog page’ in the reading context, ‘commenting function’ in the commenting context and ‘blog software’ in the blogging context was comprehensible.

Item order

For establishing the right context for the respective application of blogs (reading, commenting or blogging) the following order of questionnaire-groups was chosen for each context:

1. Item group: asking for the ‘actual usage’,
2. item group: asking for the ‘perceived usefulness’ (PU),
3. item group: asking for the ‘perceived ease of use’ (PEOU),
4. item group: asking for the behavioural intention (BI).

Additionally the TAM items were asked at the beginning of the questionnaire, followed by the items for exogenous latent variables (LVs) and by items for respondents´ individual attributes asked at the end of the questionnaire.

7.3.1 Questionnaire items

The questionnaire used in the survey was in German language (see *Annex 2*).

The subsequent sections provide English translations of the items plus considerations of item development.

7.3.2 Perceived ease of use (PEOU)

Reading behaviour

PER-1:
‘Operating a blog page as reader is easy for me or would be easy for me.’

PER-2:
‘Generally speaking in my opinion blog pages are easy to operate.’

PER-3:
‘I quickly became a skilful blog reader or would quickly become one.’

PER-4:
‘For a reader it is burdensome to find one´s way on a blog page.’

Commenting behaviour

PEC-1:

‘I believe that the commenting function on blog pages is generally easy to operate.’

PEC-2:

‘Leaving a comment on a blog page is or would be a difficult technical task for me.’

PEC-3:

‘Regarding operability I believe that it is easy to leave a comment on a blog page.’

Blogging behaviour

PEB-1:

‘Operating the blog software on my own would be or is easy for me.’

PEB-2:

‘The operation of the blog software is not difficult for me or would not be difficult for me.’

PEB-3:

‘It would be easy for me or was easy for me to learn the operation of the blog software.’

PEB-4:

‘It would be easy for me to get the blog software to do what I want it to do. OR: It was easy for me to get the blog software to do what I wanted it to do.’

PEB-5:

‘I believe that the operation of the blog software is burdensome.’

PEB-6:

‘I think that generally speaking the blog software is easy to use.’

7.3.3 Perceived usefulness (PU)

Adequate measurement of the perceived utility of leisure-blogs for readers, commentators and bloggers was of critical importance.

The PU items from literature seemed less useful because most items referred to perceived effectiveness and efficiency gains induced by the usage of specific software applications in a workplace context. Therefore all questionnaire items related to PU were derived from the lists of specific utilities blog readers, commentators and bloggers might perceive in the respective application context – for the lists of possible utilities see *section 7.3*.

In the interviews with test-respondents the paraphrases ‘leisure-blog(s)’ and ‘leisure-blog(s) about hiking- and getaway-possibilities in a region’ were found most useful in respect of clearness of context and comprehensibility.

Reading behaviour

PR1:
‘Reading of leisure-blogs is or would be useful for me to acquire knowledge.’

PR2:
‘... to get new ideas.’

PR3:
‘... to get important stimulations and suggestions in the planning of hiking-tours and getaways.’

PR4:
‘... to obtain up-to-date information (f. e. about the weather, hiking-conditions, places of interest, restaurants, etc).’

PR5:

‘... to benefit from and take the best out of the experiences of others.’

PR6:

‘Reading of leisure-blogs is or would be useful for me for entertainment.’

Commenting behaviour

PC1:

‘Commenting articles in leisure-blogs is or would be useful for me to swap opinions with the blog-author or other blog-visitors on done or planned hiking-tours or getaways.’

PC2:

‘... to obtain answers on questions that emerge in the course of reading of blog-articles about hiking or getaway possibilities.’

PC3:

‘... to come in contact with the blog-author or other people with whom I have common interests.’

PC4:

‘... to accomplish blog-articles or to express my own opinion.’

PC5:

‘Commenting articles in leisure-blogs is or would be useful for me to enjoy my own creativity.’

PC6:

‘... because it is fun for me.’

Blogging behaviour

PB-1:
‘Having my own leisure-blog is or would be useful for me to keep a diary of important experiences.’

PB-2:
‘... to exchange opinions about my experiences.’

PB-3:
‘... to show the things that are important for me and those I deal with.’

PB-4:
‘... to keep in contact with friends, acquaintances and relatives.’

PB-5:
‘... because I think it´s great to have one.’

PB-6:
‘... to let out my creativity.’

7.3.4 Behavioural intention to use (BI)

In the wording of items used to measure the behavioural intention ‘provided I have the possibility’ or ‘if I have the opportunity’ is mentioned as precondition. This seemed important to actually measure the intention to act in a certain manner instead of measuring the availability of sufficient resources, f. e. sufficient time available.

Reading behaviour

BIR-1:
‘Provided I have the possibility, I want to read leisure-blogs (f. e. about hiking or getaway possibilities).’

BIR-2:

‘Provided I have the possibility, I can imagine reading leisure-blogs in the future.’

BIR-3:

‘I intend to read leisure-blogs (f. e. about hiking or getaway possibilities).’

BIR-4:

‘If I have the opportunity, I most often intend to inform myself on private websites (f. e. in leisure-blogs) prior to hiking tours and getaways.’

BIR-5:

‘I rather dislike leisure-blogs. Therefore I will barely read them.’

Commenting behaviour

BIC-1:

‘If I have the opportunity, I want to leave comments in leisure-blogs.’

BIC-2:

‘I intend to usually comment on blog-articles interesting for me.’

BIC-3:

‘I do not intend to use the commenting function in leisure-blogs.’

Blogging behaviour

BIB-1:

‘Provided I have the possibility, I will start my own leisure-blog or continue maintaining it.’

BIB-2:

‘If I get the opportunity to have my own leisure-blog, I say today that I will take it.’

BIB-3:

‘Having my own leisure-blog is nothing for me. I am sure that I will not start a leisure-blog in the future or will soon skip it.’

BIB-4:

‘Provided I have the possibility, I intend to continue or start telling about topics important for me in my own blog.’

7.3.5 C/I self efficacy (SE)

For the items relating to the self efficacy with computers and the Internet it seemed useful to ask for the process of starting usage of a new Internet service. This because starting an own blog means learning to use a new Internet service. Asking broadly for the usage of the Internet was found too unclear because some test-respondents thought of using search engines or simply reading websites while others associated the operation of the blog software.

SE-1:

‘Usually I require nobody who teaches me how to use a new Internet service.’

SE-2:

‘Even if I have never used a certain Internet service before, I usually find a way.’

SE-3:

‘For learning the operation of a new Internet service, I usually only require a user manual or a description.’

SE-4:

‘I can usually operate a new Internet service if I have seen someone else using it before.’

SE-5:

‘I can usually operate a new Internet service if I can ask someone for help if I got stuck.’

SE-6:
‘Usually a short training is sufficient for me to cope with a new Internet service.’

7.3.6 Perceived resources (RS)

The items for the model element ‘perceived resources and support’ cover a variety of resources necessary to start and/or maintain a leisure-blog.

Due to the small number of actual bloggers on the pilot-platform www.wandertipp.at and the lack of customer support for the blogging software, no items for the aspect of ‘perceived support’ were developed.

RS-1:
‘I think I have sufficient experience in operating Internet services to use them if I want.’

RS-2:
‘I have or would have sufficient time to write articles for an own blog.’

RS-3:
‘I assume that a blog-software works completely different in comparison to the other things I usually do with my computer and on the Internet.’

RS-4:
‘I suppose that I have a sufficiently modern computer and a fast enough Internet connection to use a blog-software.’

RS-5:
‘Generally speaking it is burdensome for me to write an article about my experiences.’

RS-6:
‘Generally speaking it is burdensome for me to draw up a proper comment to a text I have read.’

RS-7:
‘On holidays, during hiking-tours or getaways I usually have a digital camera with me.’

7.3.7 C/I anxiety (AX)

The items related to C/I anxiety were to a large extent taken from literature.

AX-1:

‘The idea of using a new internet service scares me.’

AX-2:

‘Operating a computer or surfing the Internet tends to make me nervous.’

AX-3:

‘I feel uncomfortable when I am concerned with computers and the Internet.’

AX-4:

‘I feel lost if I imagine using a new Internet service.’

7.3.8 C/I playfulness (PL)

These items were directly taken from literature.

PL-1:

‘When I use computers and the Internet I conceive myself as spontaneous.’

PL-2:

‘... as imaginative and full of ideas.’

PL-3:

‘... as flexible.’

PL-4:

‘... as creative.’

7.3.9 Trust in known others (TB, TI, TA)

Regarding trust in known others indicators for the model elements (1) trust in the benevolence (TB), (2) trust in the integrity (TI) and (3) trust in the abilities of others (TA) were developed.

At the time of the survey no online community about leisure-time activities in a region and based on blogs other than the pilot-platform www.wandertipp.at was available in the German-speaking area.

Despite the risk of many respondents having no clear perceptions of the participants on the pilot-platform www.wandertipp.at, they were asked explicitly regarding the authors and/or commentators on the pilot-platform. Asking for such perceptions related to blog authors in general or asking for perceptions related to authors of web-content about hiking-tours and getaway-possibilities regardless of the form in which such content was offered on the Internet were other options to balance against.

Trust in the benevolence of the authors and commentators on the pilot-platform

TB-1:
‘I believe that the authors and commentators on www.wandertipp.at will never intentionally harm me.

TB-2:
‘I can rely on it that the authors and commentators on www.wandertipp.at reflect about how they treat me and information about me before they do something.’

TB-3:
‘Most authors and commentators on www.wandertipp.at considerate what other participants find or could find important.’

Trust in the integrity of the authors and commentators on the pilot-platform

TI-1:
‘The authors and commentators on www.wandertipp.at behave truthfully with each other.’

TI-2:

‘I think that generally speaking the authors and commentators on www.wandertipp.at are honest people.’

TI-3:

‘The authors on www.wandertipp.at are interested in truthful reporting about hiking- and leisure time-possibilities.’

TI-4:

‘The authors and commentators on www.wandertipp.at do not make hollow promises.’

TI-5:

‘I can trust most of the authors and commentators on www.wandertipp.at.’

Trust in the abilities of the authors on the pilot-platform

TA-1:

‘The authors on www.wandertipp.at are usually at home in their topics.’

TA-2:

‘In most cases the authors on www.wandertipp.at are capable of writing blog-articles worth reading.’

TA-3:

‘The authors on www.wandertipp.at do successful leisure time activities.’

7.3.10 Trust in unknown others (TU)

For the model element trust in unknown others (TU) two indicators were developed asking for respondents´ attitudes towards safety aspects specifically relevant when commenting blog-articles (TU-1) and blogging (TU-2). Additionally two indicators asked for respondents´ general attitude towards the safety of the Internet (TU-3) and their propensity to trust others on the Internet (TU-4).

TU-1:

‘Provided this information isn´t made visible for everyone I think (generally speaking)

typing in personal data on websites is uncritical - f. e. my email-address, name, place of living, etc.'

TU-2:
'I think it is generally uncritical if photos and other personal information about me are publicly available on the Internet.'

TU-3:
'I think it is unlikely that someone wants to harm me who finds information about me on the Internet.'

TU-4:
'I generally trust other people on the Internet except someone gives me a specific reason not to do so.'

7.3.11 Expected intrinsic rewards (IR)

Expected intrinsic rewards as introduced in the helping theory of *Bandura* ([Ba 94]) refers to egoistic motives when helping others, f. e. in the form of showing one´s own power, importance and superiority.

Due to the sensitive nature of the topic of having intrinsic rewards in doing something, the form of asking indirect questions was chosen.

As the model element 'expected intrinsic rewards' (in helping) more refers to the personal characteristics of respondents than to a specific type of online community, the unspecific term of 'an online community about hiking and getaway-activities' was chosen for item wording.

IR-1:
'Most other participants benefit or would benefit of my participation in an online community about hiking and getaway-activities.'

IR-2:
'Most other participants appreciate it or would appreciate it if I participate in their online community about hiking and getaway-possibilities.'

IR-3:
‘My participation is or would be a betterment of an online community about hiking and getaway-possibilities.’

IR-4:
‘My hiking or getaway-reports are or would be helpful for other people.’

7.3.12 Expected enjoyment in helping (EN)

As the model element ‘expected enjoyment in helping’ more refers to the personal characteristics of respondents than to a specific type of online community, the unspecific term of ‘an online community about hiking and getaway-activities’ was chosen for item wording.

EN-1:
‘Helping other participants in an online community about hiking and getaway possibilities is or would be a pleasure for me, f. e. by answering their questions.’

EN-2:
‘Provided that it is possible, it is or would be a good feeling for me to support other participants in an online community about hiking and getaway-possibilities, f. e. by answering their questions.’

EN-3:
‘Provided that it is possible, in an online community about hiking and getaway-possibilities it is or would be fun for me to answer other participants´ questions.’

7.3.13 Value of community welfare (WE)

All items addressed the aspect of personally perceiving the welfare of an online community about hiking and getaway-possibilities as important. The item wording was rather unspecific in referring to ‘www.wandertipp.at or another online community about hiking and getaway-possibilities’.

WE-1:

‘I feel connected with the people of www.wandertipp.at or another online community about hiking and getaway-possibilities I participate in.

OR: I would feel connected with the people of www.wandertipp.at or another online community about hiking and getaway-possibilities I could participate in.’

WE-2:

‘I would feel a loss if www.wandertipp.at or another online community about hiking and getaway-possibilities I participate in or could participate in would disappear.’

WE-3:

‘The continued existence of www.wandertipp.at or another online community about hiking and getaway-possibilities I participate in or could participate in is important for me.’

7.3.14 Items assigned to perceived moral obligation (MO)

MO-1:

‘I know that other participants in an online community about hiking and getaway-possibilities support me or would support me by giving recommendations wherever they can. Therefore it is or would be only fair that I get involved wherever I can.’

MO-2:

‘Apart from other reasons I respond or would respond to questions of other participants in an online community about hiking and getaway-possibilities because I know that other participants likewise would respond to my questions when they can.’

MO-3:

‘I think that in an online community about hiking and getaway-possibilities one should treat other participants in the same way as desired for oneself.’

7.3.15 Cross-posting intentions (CR)

The items developed for this model element describe features typical for blogs and blog-articles that could be important for blog authors. These are:

- having one´s content at one place on the Internet like on a personal homepage,
- getting the opportunity to re-publish one´s content easily on the Internet (f. e. in online forums),
- participating with one´s content in various online-communities.

The indicators assigned to the model element ‘cross-posting intentions’ describe these possibilities in a non-technical wording.

CR-1:
‘For me it is or would be important to easily publish my blog-articles at other places on the Internet to reach a large audience.’

CR-2:
‘For me it is or would be important that I can easily participate in several online-communities with the same articles about hiking and getaway activities.’

CR-3:
‘Having my articles about hiking and getaway-activities collected at one place on the Internet (f. e. in my own blog) is or would be important for me.’

7.3.16 Experienced and/or anticipated offline interactions (OF)

Hiking tours and getaways can be organised as group-activities. For participants in an online community about such activities face-2-face activities could be important.

Instead of directly asking for people´s experienced and/or anticipated level of offline interactions, indicators asking for the perceived importance of offline interactions were developed. This seemed adequate under the assumption that people experiencing or anticipating offline interactions consequentially indicate offline

interactions as important for them. Measurement of actually experienced and/or anticipated offline interactions seemed not feasible because of the small size of the pilot blog community.

Items OF-1 and OF-4 ask for the personal importance of face-2-face meetings related to ‘an online community about hiking and getaway-possibilities’, items OF-2 and OF-3 ask more generally for the desire of face-2-face meetings coming along with the online-interaction.

OF-1:
‘Supposing that I participate in an online community about hiking and getaway-possibilities to meet others would be important for me.’

OF-2:
‘It is important for me that the communication via the Internet is supplemented by face-2-face meetings.’

OF-3:
‘I miss something or would miss something, if I correspond or would correspond with other people on the Internet over a longer period of time without ever meeting them personally.’

OF-4:
‘Regarding an online community about hiking and getaway-activities the possibility of group-activities is or would be important for me.’

7.3.17 Additional questionnaire items

In addition to the indicators reflecting the latent variables in the model a large set of items was added to get insights in the composition of the sample (i.e. the individual attributes of the respondents).

These additional questionnaire items asked

- for respondents´ actual usage of blogs & online forums (items AU-1 ... AU-8),
- for respondents´ technical facilities (items DE-1 and DE-2),

- for respondents´ awareness of the pilot-platform www.wandertipp.at (items DE-3 and DE-4),
- for a set of demographic features (items DE-5 ... DE-11, DE-14 and DE-15),
- for respondents´ actual leisure-time activities (DE-12 and DE-13),
- for respondents´ actual Internet usage during leisure-time (DE-16 and DE-17),
- for voluntary personal information (DE18) and
- how the respondents learned about the survey (DE-19).

Response to all items except DE18 was mandatory.

Respondents´ actual usage of blogs and online forums

AU-1:
'How often do you read blog-articles about hiking or getaway-possibilities?'

- very rare / almost never
- several times per month
- several times per week
- almost daily
- several times per day

AU-2:
'How often do you leave comments in leisure-blogs?'

- never
- very rare / almost never
- several times per month
- several times per week
- almost daily
- several times per day

AU-3:

‘How often do you write blog-articles for example about your hobbies or leisure-time interests?’

- never
- very rare / almost never
- several times per month
- several times per week
- almost daily

AU-4:

‘Do you regularly participate in an online community about hiking and getaway-possibilities? (www.gipfeltreffen.at and www.wandertipp.at are examples for such online communities)’

- yes
- no

AU-5:

‘How often do you write reports about hiking-tours or getaways that are published on the Internet?’

- never
- very rare / almost never
- several times per month
- several times per week
- almost daily

AU-6:
‘Do you have your own homepage or your own blog about hobbies and leisure-time topics?’

- yes
- no

AU-7:
‘Are you a participant of an online-forum about hobbies or leisure-time topics? (F. e. www.gipfeltreffen.at is an online-forum. www.wandertipp.at is NO online-forum.)’

- yes
- no

AU-8:
‘Do you have an own blog?’

- yes
- no

Respondents´ technical facilities

DE-1:
‘What kind of Internet connection do you use during leisure-time? (Please respond to this question regarding the Internet connection most frequently used during leisure-time.)’

- none
- I don´t know
- a dial-up connection (56k-modem or slower)
- a broadband-connection (f. e. ADSL)
- a mobile Internet-connection (GPRS, EDGE or UMTS)

DE-2:

‘How old is the computer you use most frequently during leisure-time?’

- I use no computer during leisure-time
- older than 5 years
- 4-5 years
- no older than 3 years

Respondents´ awareness of the pilot-platform www.wandertipp.at

DE-3:

‘How long ago did you visit www.wandertipp.at the first time?’

- max. 1 week
- longer than 1 week, max. 1 months
- longer than 1 months, max. 3 months
- longer than 3 months, max. 5 months
- longer than 5 months

DE-4:

‘How often do you read at www.wandertipp.at? (This question refers to Internet-pages having wandertipp.at included in the link text.)’

- very rare / almost never
- several times per month
- several times per week
- almost daily
- several times per day

A set of demographic features

DE-5:

‘Where do you live?’

- in Austria
- in Germany
- in Switzerland
- in an EU-country other than Austria, Germany or Switzerland
- outside the EU

DE-6:

‘In which Austrian province do you live?’

- Vienna
- Lower Austria
- Burgenland
- Upper Austria
- Styria
- Carinthia
- Salzburg
- Tyrol
- Vorarlberg
- I do not live in Austria

DE-7:

‘Your gender?’

- male
- female

DE-8:

‘How old are you?’

- younger than 18
- 18-29
- 30-44
- 45-65
- older than 65

DE-9:

‘Highest completed education?’

- compulsory school
- vocational school (max. 3 years)
- high school
- college or comparable
- university or comparable
- not stated

DE-10:

‘Your labour situation?’

- employed
- self-employed
- unemployed
- in education
- retired
- not stated

DE-11:

‘Are you a member of a hiking association (f. e. Österreichischer Alpenverein, Naturfreunde, Gebirgsverein)?’

- yes
- no

DE-14:

‘How many people are in your household?’

- 1
- 2
- 3
- 4
- 5 or more

DE-15:

‘With how many people aged 12 years or younger do you live in your household?’

- none
- 1
- 2
- 3
- more than 3

Frequency of respondents´ leisure-time activities relevant for the study

DE-12:
‘How often do you undertake getaways in spring and early summer? (Please count hiking- and mountain-tours as getaways.)’

- very rare / almost never
- every few weeks
- almost every week
- several times per week

DE-13:
‘How often do you undertake hiking and mountain tours and other getaways with physical exercise outdoors? (You are asked for the frequency of getaways with physical exercise outdoors as their main part.)’

- very rare / almost never
- every few weeks
- almost every week
- several times per week

Respondents´ actual Internet usage during leisure-time

DE-16:
‘How often do you usually use the Internet in your leisure-time?’

- very rare / almost never
- up to 1 times per week
- several times per week
- daily
- several times per day

DE-17:

‘How long per day do you use the Internet in your leisure-time?’

- never / almost never
- less than 30 minutes
- 30 minutes up to 1 hour
- more than 1 hour up to 2 hours
- longer than 2 hours up to 3 hours
- more than 3 hours

How respondents learned about the survey

DE-19:

‘How did you learn about this survey the first time?’

- I read about it on the Internet
- I was informed electronically (f.e. via email, personal message or blog comment)
- friends, acquaintances or relatives contacted me personally

8 The pilot-platform www.wandertipp.at

8.1.1 Technical implementation

Software

In May 2008 the pilot blogging platform was launched based on Wordpress Multi-User (WPMU), an open-source blogging software downloadable free of charge at http://mu.wordpress.org/download/.

The initial software version 1.3.1 was upgraded in May 2008 to version 1.5.1 and afterwards to version 2.6.1 on 20th Sept. 2008. From 20th Sept. 2008 the software was held stable until the end of the data collection phase to safeguard technical stability and for avoidance of irritation of users through technical changes.

Technical functionalities

Regarding technical features of the pilot blogging platform attention was paid to all functionalities typical for Wordpress-blogs and sufficient anti-spam protection (against comment-spam, trackback-spam and spam requiring blog-registration) was implemented.

Implemented functionalities:

- A small set of 12 standard blog layouts was offered which were available free of charge and customized including a Google-Analytics tracking code in the footer of each layout.
- No changes to the core files of the WPMU standard distribution were made.
- The maximum file-size for uploaded picture files was set to 200 kBytes.

- Following free-of-charge ‘plugins’ (i.e. add-on SW-functionalities) were marginally customized and installed:
    - Plugins with enablement on a per-blog basis:
        - **Plugin name: All in One SEO Pack**
          Plugin URI: http://wp.uberdose.com/2007/03/24/all-in-one-seo-pack/
          Version: 1.4.6.8
          Author-alias: uberdose
          Functionality:
          - adds meta-tags to blog-pages (f. e. keywords, language, title) that are important for search engine optimisation (SEO)
        - **Plugin name: DMSGuestbook**
          Plugin URI: http://danielschurter.net/
          Version: 1.10.0
          Author: Daniel M. Schurter
          Functionality:
          - a customizable guestbook on a per-blog basis.
        - **Plugin name: Peter's Custom Anti-Spam**
          Plugin URI: http://www.theblog.ca/anti-spam
          Version: 3.0.6
          Author: Peter Keung
          Functionality:
          - includes an anti-spam image in the commenting-process for blog-articles. The anti-spam words are randomly chosen from a text-file.
        - **Plugin name: Subscribe To Comments**
          Plugin URI: http://txfx.net/code/wordpress/subscribe-to-comments/
          Version: 2.1.2.
          Author: Mark Jaquith

Functionality:

- allows comment authors to subscribe to subsequent comments to the blog-article. They are notified via email about each follow-up comment.

- **Plugin name: WP Ajax Edit Comments**

  Plugin URI: http://www.raproject.com/ajax-edit-comments-20/

  Version: 2.1.2.0

  Author: Ronald Huereca

  Functionality:

  - allows comment authors to edit their comments after publication within a specified time limit (f. e. 5 minutes).

- General plugins (wpmu-plugins)

  - **Plugin name: Wordpress MU Gravatars**

    Plugin URI: http://gravatar.bloggs.be

    Version: 2.5

    Author: Rune Gulbrands

    Functionality:

    - user picture files assigned to a registered user email address are stored centrally on a web server of the Wordpress-community,

    - the plugin facilitates this user picture to appear in the sidebar (user profile),

    - and it facilitates this user picture to appear together with each comment of the user.

  - **Plugin name: Plugin Commander**

    Plugin URI: http://firestats.cc/wiki/WPMUPluginCommander

    Version: 1.0.3

    Author: Omry Yadan

    Functionality:

- platform-wide automatic activation and de-activation function for plugins

- **Plugin name: WPMU Signup Anti-Spam**
  Plugin URI: http://mu.bloggles.info/
  Version: 2007
  Author: Patrick Chia
  Functionality:
  - automatic check of IP address against a blacklist at spamhaus.org during user signup and blog-registration.

- **Plugin name: Simple Trackback Validation**
  Plugin URI: http://sw-guide.de/wordpress/plugins/simple-trackback-validation/
  Version: 2.0
  Author: Michael Woehrer
  Functionality:
  - eliminates trackback spam by (1) checking if the IP address of the trackback sender is equal to the IP address of the web server the trackback URL is referring to and (2) by retrieving the web page located at the URL used in the trackback and checking if the page contains a link to the blog.

- **Plugin name: Sitewide Recent Comments**
  Plugin URI: http://achillesblog.com
  Version: 0.1
  Author: Dennis (no full-name available)
  Functionality:
  - when a comment is added/edited/deleted in a blog, it is also added/edited/deleted in a global comment table.

- **Plugin name: WordPress MU Sitewide Tags Pages**
  Plugin URI: http://ocaoimh.ie/wordpress-mu-sitewide-tags/
  Version: 0.3.1
  Author: Donncha O Caoimh

Functionality:

- used to repost all new blog-articles on the platform to the main blog, i.e. the main page (www.wandertipp.at).

- **Plugin name: WPMU-Signup-Captcha**
  Plugin URI: http://vdachev.net/
  Version: 1.3
  Author: Valery Dachev
  Functionality:
  - incorporates a text-image in the user-signup and blog registration process.

- **Plugin name: WYSIWYG Print**
  Plugin URI: http://www.snowotherway.org/
  Version: 1.0
  Author: D Sader
  Functionality:
  - automatically adds a style-sheet for printing to blog-layouts

Examples of interesting functionalities that were not implemented:

- plugins to incorporate Google maps, GPS-tracks and picture-maps (i.e. maps showing buttons with links to picture files at the exact geographic position where each picture was taken) in blog-articles,
- plugins to incorporate videos (f. e. YouTube videos) in blog-articles,
- plugins to incorporate fancy galleries and slide-shows into blog-articles (the standard distribution provided a very simple gallery-feature presenting all pictures uploaded to an article as a thumbnail gallery),
- plugins to incorporate podcasts.

Regarding technical functionalities the pilot blog platform actually took a minimalistic approach.

Interplay between main page and individual blogs

The pilot blogging platform was implemented as a ‘subdirectory installation’. This means that each individual blog was displayed as a subdirectory of the domain. F. e. www.wandertipp.at is the link to the main blog / main page of the platform and www.wandertipp.at/abenteuerwandern is the link to the main page of the individual blog ‘abenteuerwandern’. All pages of the blog ‘abenteuerwandern’ start with ‘www.wandertipp.at/abenteuerwandern’ in their link. An alternative option would have been to implement a sub-domain installation which would have meant that the blog ‘abenteuerwandern’ would have got the link: www.abenteuerwandern.wandertipp.at.

Each blog-article posted in an individual blog (for an example see *Figure 3*) appeared as preview post on the main page (for an example see *Figure 2)* linking back to the original blog-article.

Figure 2 Example-screenshot of main page (www.wandertipp.at)

Figure 3 Example-screenshot of blog-article

Figure 4 Illustration: main page & individual blog pages

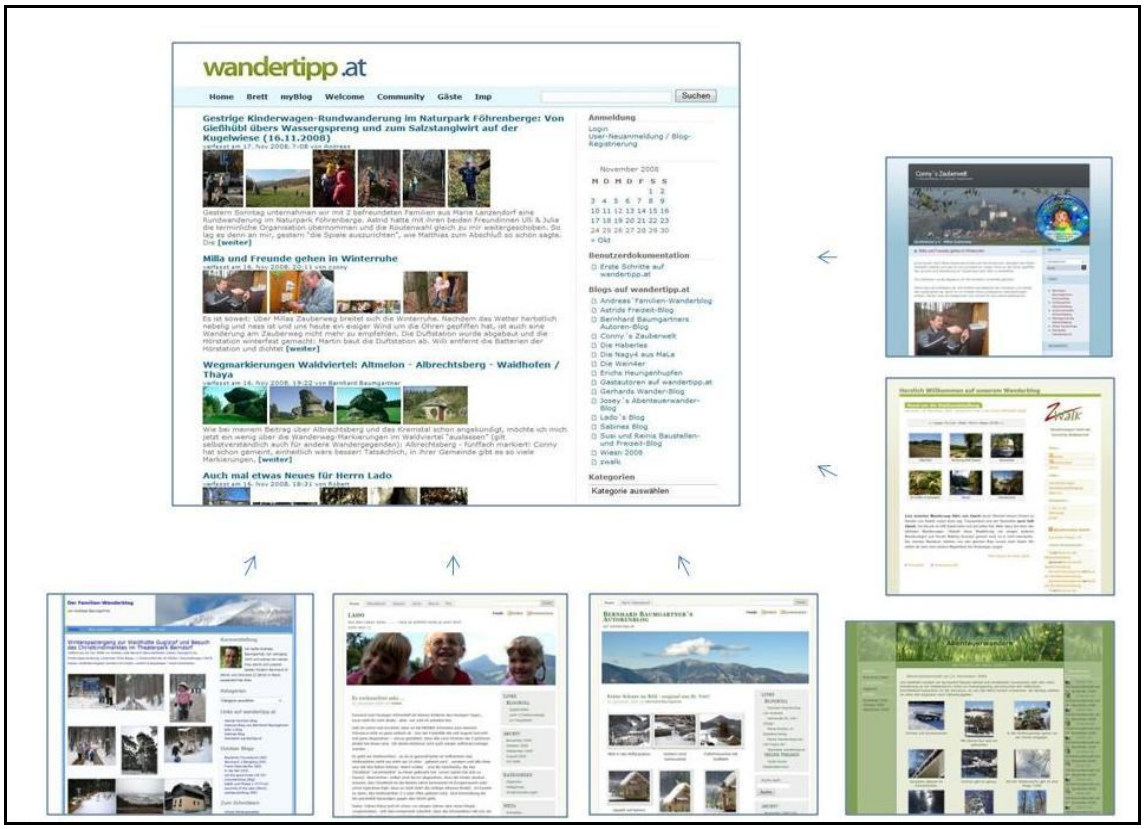


Figure 4 illustrates the interplay between main page and individual blogs additionally giving an impression of the variety of blog layouts implemented.

On the main page a search-function was implemented which provided a preview-list of articles matching the keyword(s) searched for.

Additionally in the sidebar of the main page following information was provided:

- registration and login-possibility,
- a link-list of all blogs available on the pilot-platform,
- a 'first-steps' user documentation,
- RSS-feed- and email-subscription option for the latest posts on the platform,
- a list of latest comments on the platform including name of the comment author, date and time, the blog-link (f. e. 'abenteuerwandern'), a text-preview of the comment and the link to the article to which the comment was posted.

8.1.2 Stability of the pilot-platform

Technical stability

No downtimes of the web server or the software application were encountered in the period 1st June 2008 – 7th April 2009 (end date of the data collection phase) except of one case of planned downtime for the software upgrade on 20th Sept. 2008.

SPAM protection

From 12th – 13th January 2009 in almost all blogs on the platform trackback-spam (20-30 entries per blog with sexually offending text) occurred. The entries were deleted manually and a plugin ('Simple Trackback Validation') was installed that solved the problem. This spam-attack irritated some users due to automatic email-notifications they got but took place only once and 6 weeks prior to the survey. It is very likely that no visitor noticed this incident.

Per week on average 2-3 spam comments were encountered as sum total for the whole platform. These comments were deleted manually.

8.1.3 User statistics

The data provided in this section is intended to give a rough idea of the extent of the pilot-platform at the time of the survey. The figures show the status of the pilot blogging platform per 31st March 2009 near to the end of the data collection phase.

Comment authors and comments (13th May 2008 – 31st March 2009)

Table 5 shows that over the relatively long period of 10 ½ months a sum total of 5,926 comments was published by 217 commentators. Only a very small group of 11 commentators each published more than 50 comments.

The individual commentators were identified by their email addresses.

Table 5 Commentators - www.wandertipp.at

number of comments	5,926				
	1 comment	>1 comment	>10 comments	>50 comments	total
number of authors	119	66	21	11	217

User registrations (13th May 2008 – 31st March 2009)

62 user registrations took place in the period *13th May 2008 – 31st March 2009* (for publishing comments no user registration was required).

Blog authors and blog-articles (13th May 2008 – 31st March 2009)

Table 6 shows that over the relatively long period of 10 ½ months a sum total of 1,169 blog-articles were published by 39 blog authors. Only a very small group of 10 blog authors published more than 10 blog-articles.

Table 6 Blogs - www.wandertipp.at

number of blog articles	1,169				
	1 article	>1 articles	>10 articles	>50 articles	total
number of blogs	16	13	5	5	39

8.1.4 Visitor statistics

Visitor statistics – key figures

In *Table 7* a selection of key figures for the 7 months period Sept. 2008 – March 2009 is shown.

Google Analytics was used to track visitors. A tracking code (javascript code) was included in the footer of all blog-layouts which means that visitors with enabled browser feature 'javascript' were counted.

In the pages of the admin area no tracking code was included which means that Google Analytics visitor statistics only counted the visitors of the public pages.

By calling their blog or the main page the bloggers themselves induced 'visits'. For example the keyword combination 'laxenburg kreativ' was the most frequently counted keyword combination in Oct. 2008 and Nov. 2008. – Probably these visits were induced by one of the most active bloggers who resided in the village Laxenburg. He published a blog-article with the heading 'Laxenburg kreativ' and presumably searched for his own blog-article via Google. As this example shows to prevent drawing the wrong conclusions the figures provided by Google-Analytics as statistics tool should be treated with caution.

The average duration of a visit (7 months period Sept 2008 – March 2009):

- average duration of a visit via direct calls of pages on the pilot blogging platform: 7 min
- average duration of a visit from linking pages: 3 min 44 sec

- average duration of a visit by visitors coming from a search engine:

  2 min 15 sec

Obviously the differences in the average duration of a visit depended on the way a visitor entered the pilot-platform (via direct call, via a referring link from another website or via a search engine). These differences can be interpreted in the following way:

- Regular visitors and active bloggers typically used ‘direct calls’ to enter the pilot-platform. The very high average duration of visits (7 min) indicates that they were most interested in the content offered.
- Visitors that came via a referring link from another website typically came from other blogs or websites about topics similar to the content offered on the pilot-platform. Therefore an average duration of 3 min 44 sec of visits might indicate that many visitors found the content interesting.
- On the other hand search engines like Google facilitated visits on sometimes strange keyword combinations, bringing also visitors tentatively less interested in the content offered on the pilot-platform. This might have lead to the much shorter average duration per visit of 2 min 15 sec.

Top 15 referrer websites (7 months period Sept. 2008 – March 2009)

14,665 visits came from 315 source-websites. *Table 8* shows the top 15 websites referring to the pilot-platform and the number of visits brought.

Top 20 keywords (7 months period Sept. 2008 – March 2009)

Within the 7 months period Sept. 2008 – March 2009 38,279 visits took place of visitors entering the pilot-platform via search engines. Those visitors found the pilot-platform via a sum total of 21,153 different keyword combinations.

Table 9 shows the top 15 keywords and the numbers of visits brought to the pilot-platform.

Table 7 Visitor statistics - www.wandertipp.at (source: Google-Analytics)

period	Sep.08	Okt.08	Nov.08	Dez.08	Jan.09	Feb.09	Mar.09	Sept.08 - Mar.09
total visits	**5,216**	**7,366**	**7,135**	**8,492**	**12,177**	**10,380**	**12,031**	**62,527**
total visitors	**3,358**	**4,988**	**4,607**	**5,822**	**8,690**	**7,245**	**8,507**	**40,889**
clicks / visit	4	4	4	4	4	3	3	**4**
duration / visit [sec]	240	202	245	215	185	185	169	**200**
% new visits	62.69%	64.99%	61.39%	65.63%	67.99%	65.24%	65.68%	**65.19%**
direct calls	1,276	1,283	1,267	1,195	1,291	1,484	1,833	**9,595**
clicks / visit	5	6	6	8	6	5	4	**6**
duration / visit [sec]	434	422	432	494	423	389	371	**420**
% new visits	40.05%	39.59%	37.81%	35.73%	39.66%	33.56%	31.97%	**36.64%**
linking pages	1,160	1,964	1,728	1,853	2,716	2,297	2,997	**14,665**
clicks / visit	4	4	5	5	4	4	3	**4**
duration / visit [sec]	184	237	273	312	215	200	173	**224**
% new visits	49.57%	40.99%	41.96%	38.26%	45.32%	48.63%	51.12%	**45.43%**
search engines	2,780	4,119	4,140	5,444	8,170	6,599	7,201	**38,279**
clicks / visit	3	3	3	3	3	3	3	**3**
duration / visit [sec]	173	118	176	120	137	135	116	**135**
% new visits	78.60%	84.39%	76.74%	81.58%	80.02%	78.22%	80.35%	**79.97%**
number of keywords	1,622	2,637	2,574	3,645	5,010	4,615	5,094	**21,153**
most frequent keyword	business run 2008	spaghettikürbis	laxenburg kreativ	laxenburg kreativ	laxenburg eixlaufen	wandertipp	wandertipp	**laxenburg kreativ**
frequency of this keyword	60	93	243	240	356	86	92	**483**
Austria	4,394	6,149	5,776	6,489	9,789	8,182	9,147	**49,718**
Gemany	621	959	1,040	1,524	1,769	1,650	2,185	**9,699**
Switzerland	47	94	100	150	148	139	180	**856**

Table 8 Top 15 referrer websites – www.wandertipp.at

website	number of visits Sept ´08 - Mar ´09	remark
gipfeltreffen.at	6,411	online-forum about hiking and mountaineering where 2 bloggers of the pilot platform were active participants
noe.orf.at	1,101	website of the public radio & television of Lower Austria where 1 blogger of the pilot platform regularly published hiking recommendations for the region
senfundkren.wordpress.com	621	blog regularly commented by 1 blogger of the pilot platform
mostviertel.info	457	official tourism website of one out of six tourism regions in Lower Austria
tutgut.at	304	official website of a health initiative of the government of Lower Austria, a selection of hiking trails was part of this initiative and such hiking trails were tested and introduced on the pilot platform
coffetalk.at	278	blog regularly commented by 1 blogger of the pilot platform
wvblog.at	250	regional blog regularly commented by 1 blogger of the pilot platform
salbaba.co.at	225	outdoor homepage of 1 blogger of the pilot platform (static website)
noen.at	156	website of a newspaper where 1 blogger of the pilot platform published hiking recommendations as newspaper articles
myfotohome.at	153	regional blog actively commented by 1 blogger of the pilot platform
weinviertel.net	107	online-forum for a region of lower Austria where 1 blogger of the pilot platform participated
waldviertel.or.at	106	official tourism website of one out of six tourism regions in Lower Austria
mirgehtsdochgutblog.de	100	regional blog regularly commented by 1 blogger of the pilot platform
wienermaedel.blogspot.com	90	regional blog regularly commented by 1 blogger of the pilot platform
oberndorfer.at	80	outdoor blog regularly commented by 1 blogger of the pilot platform

Table 9 Top 15 keywords – www.wandertipp.at

keyword	number of visits Sept ´08 - Mar ´09
laxenburg kreativ	483
wandertipp	381
laxenburg eislaufen	378
eislaufen laxenburg	299
stockerhütte	209
waxriegelhaus	191
wandertipp maria lanzendorf	190
spaghettikürbis	173
wandertipp.at	158
nikon 18-105 vr	156
taschelbach	142
asperl	140
muskatkürbis	130
stift zwettl herrgott	123
waldviertel	121

9 Data Collection

9.1 Preparation of the data collection

Overview

The data collection was conducted from 6th March – 7th April 2009 in the form of an online survey. An online questionnaire was implemented with the software tool 'limesurvey', version 1.72 (www.limesurvey.org), a free-of-charge software.

The data collection was preceded by a preparatory phase starting in April 2008 that included:

- the establishment of online contacts to representatives of the target audience (f. e. via blog comments, forum posts personal massages and email),
- the search for co-bloggers, guest authors and regular commentators for the pilot-platform,
- author´s active participation in an online forum about hiking and mountaineering activities (www.gipfeltreffen.at) in the region of Lower Austria,
- the execution of a contest (1st Dec 2008 – 20th March 2009) to encourage people to provide guest articles for the pilot-platform,
- the placement of referring links to the pilot-platform at other websites (see *Table 8* for the in terms of brought visits Top 15 referring websites),
- the establishment of contacts to 3 out of 6 regional TMOs in Lower Austria and
- the publishment of newspaper articles and online hiking recommendations mentioning the link www.wandertipp.at.

Establishment of online contacts

From May 2008 – April 2009 the author subscribed to 46 private blogs via RSS-feeds and regularly read and commented therein to establish online contacts with the blog authors and for promoting the pilot-platform via referring links - *Table 8* includes some of these blogs.

Search for co-bloggers, guest authors and regular commentators

The initial bloggers were the author and his father who had published a series of hiking books about the region of lower Austria.

Although the invitation to start an own blog was published on the starting page of the pilot-platform most bloggers developed from prior online contact to the author.

Typically guest authors were invited personally via email, blog comments or personal messages to contribute guest articles.

Participation in the online forum www.gipfeltreffen.at

From 4th May 2008 – 7th April 2009 the author participated in the online forum www.gipfeltreffen.at and published 568 forum posts about leisure time topics in the region of Lower Austria, many posts linking to a more comprehensive blog-article on the pilot-platform.

Publishing blog-articles

In his own blog http://wandertipp.at/andreasbaumgartner the author in the period 13th April 2008 – 7th April 2009 published 537 blog-articles including blog-articles of guest authors.

Blog-articles in the author´s blog were primarily about family daytrips within Lower Austria, own hiking tours and about a couple of hobbies of the author like gardening and photography. Focus was on a subjective and personal style of the blog-articles (i.e. 'narratives') to offer contact possibilities for residents and provide an easy-to-follow example of blogging.

It is important to note that at present many personal blogs offer content about a variety of topics the authors are interested in and are not focused on a single topic of interest. Additionally if one wants to keep his audience - even daily readers - entertained it seems natural to choose a more subjective and humorous writing style to produce a sufficient amount of content at reasonable efforts.

This content of the author was supplemented by more professional blog-articles of other bloggers on the pilot-platform aiming at more selective readers and offering professional hiking recommendations.

The total number of blog-articles published on the pilot-platform from 13th April 2008 to 7th April 2009 amounted to 1,151.

Execution of a contest

From 1st Dec 2008 – 20th March 2009 a contest named `The Lower Austria regions contest at www.wandertipp.at' was executed.

For each of the 6 tourist regions of Lower Austria a sweepstake of hiking and region related prices was conducted among people who at least provided a guest article about a leisure time activity within the respective region. A total number of 58 prices were contributed by an online merchant of mountaineering equipment, two regional TMOs, a publisher of hiking maps and a publishing house.

Establishing contact with 3 regional TMOs in Lower Austria

The TMOs for the regions Mostviertel and Weinviertel (two of the tourist regions of Lower Austria) contributed prices for the contest.

The TMOs for the regions Mostviertel and Waldviertel placed links referring to the pilot-platform on their official tourism websites.

Online hiking recommendations and newspaper articles

The link to the pilot-platform was several times published together with hiking recommendations in print media (f. e. 'Land der Berge' magazine, 'Naturfreunde' journal and 'Niederösterreichische Nachrichten' journal) and on the associated websites (www.landderberge.at, niederoesterreich.naturfreunde.at, www.noen.at).

9.2 Success of the preparatory measures

The user and visitor statistics introduced in *section 8* illustrate that the extent of the pilot-platform in terms of actively participating users and visitors was noticeable but rather moderate. On the other hand from the perspective of the research project aiming at providing an exemplary case and generating a satisfactory response to an extensive online questionnaire the pilot project and the measures introduced in the previous section served the needs.

Interestingly a relatively small group of bloggers and regular commentators lead to a continuous stream of approx. 3 blog-articles and 20 comments per day providing information and entertainment for approx. 250-300 daily readers (visitor statistics: Google Analytics).

The operation of the pilot-platform, provision of several blog-articles per day, the establishment of online contacts by the author and author´s active participation in the online forum www.gipfeltreffen.at were the most effective facilitators of attaining a sample data set of 185 reviewed responses that most likely would not have been acquirable otherwise.

Surprisingly the efforts taken to promote the pilot-platform via newspaper articles and referrer links on public regional and tourism websites showed relatively meagre effects - no noticeable active participation of visitors on the pilot-platform was induced by these sources.

9.3 Execution of the data collection

Prior to the survey visitors of the pilot-platform and users of the online forum www.gipfeltreffen.at were informed about the planned survey and asked to leave contact data to be notified of the survey.

This lead to the small amount of 29 commitments prior to the survey, 22 from contacts related to the pilot-platform and 7 from the online forum www.gipfeltreffen.at.

The complete contact list available at the beginning of the survey showed 157 contacts including many contacts that had only once left a comment on the pilot-platform.

On 13th Feb 2009 (3 weeks prior to the start of the survey) a thread informing about the planned survey was published in the www.gipfeltreffen.at forum. It was phrased in a rather desperate manner. 17 forum users posted to this thread, including the 7 commitments mentioned above. The responses collected were valuable input for the planning of the survey because they showed that some forum users openly expressed their dislike of being regularly bothered with threads about family activities and links to the pilot-platform. Other users posted encouraging or in a more factual manner. Obviously some forum users dedicated to pure alpinism and extremer mountaineering activities or expecting more factual and impersonal information felt discontent with the blog-articles offered on the pilot-platform.

On Friday, 6th March 2009 the online survey was opened for respondents and information about the survey was published on the starting page of the pilot-platform.

On 7th March 2009 a thread informing about the survey was opened in the online forum www.gipfeltreffen.at. Responses by forum users in this thread included a first feedback about the online questionnaire:

- complaints about the length of the online questionnaire,
- complaints that the items had no ‘do not know’ choice option,
- indications that some respondents considered questions as content-wise equal or very similar,
- statements that the topic and approach of the survey plus the pilot-platform plus the content provided on the platform were naughty.

Consequences of this first feedback were that:

- the author responded factually and impersonal to the criticism in the thread,

- that indications of the length of the questionnaire (20-25 minutes total response time), similarity of questions and the lack of the 'do not know' choice-option were included in the intro-text of the questionnaire (see *Table 103*),

- that in email- and personal message-notifications informing about the survey following text was included:
  '[...]The survey for my doctoral project is online since Friday, 6th March – it´s a simple multiple-choice test.

  There are first reactions to the online questionnaire, those are:
  - *some questions are almost identical,*
  - *it is comprehensible and easy to answer,*
  - *it is slightly too long.*

  Responding to the questionnaire takes approx. 20-25 minutes. [...]'

From 6th – 14th March 2009 23 contacts were informed about the survey by email, including the info text quoted above. For avoidance of negative reactions in the online forum www.gipfeltreffen.at the author posted to the survey-info-thread only in a timeframe of several days and/or in response to posts of other forum users. It is important to note that each new post to the tread brought the thread on the starting page of the forum. Additionally the author included a short info about and the link to the survey in his user signature that appeared with each of his posts.

On 15th and 16th March 2009 134 contacts were informed about the survey by email or personal message, including a personal intro text plus a specific reason why the response of the contact person to the questionnaire was especially important.

On 1st April 2009 an impersonal mass mailing was sent out to 69 of the previously notified contacts informing them that the online-survey would be closed on 7th April 2009.

The total number of responses received in the period 1st – 7th April 2009 was 6 which can be seen as an indication that almost all prospective respondents had already completed the questionnaire.

On 21st March 2009 several users in the www.gipfeltreffen.at online forum started to insult the author with personally offending responses to his posts plus posts challenging his credibility and claiming manipulative behaviour. From 21st March 2009 – 7th April 2009 only 1 response to the survey included a referrer link from the www.gipfeltreffen.at online forum which might be an indication that the forum was depleted as source of respondents more than 2 weeks prior to the end of the survey.

9.4 Examination of responses

A sum total of 215 responses were collected in the course of the online-survey.

For minimizing the bias of the author being the operator of the pilot-platform, personally involved in the success of his project and likewise the one executing the survey, the survey was conducted anonymously, only offering as second last question an optional text field for personal information. Additionally the survey software tracked respondents´ IP-addresses plus the link of the website at which a direct link to the online questionnaire was clicked to start the survey.

For all blog comments on the pilot-platform commentators´ IP addresses were tracked which facilitated the matching of IP addresses of responses with the IP addresses recorded with blog comments to obtain contact information (f. e. the commentator´s email address).

In addition some respondents answered the questionnaire anonymously but sent an email or personal message to the author or left a comment after completion of the questionnaire. Such indications allowed for the identification of some anonymous responses at a high degree of certainty.

This data:

- personal information in the optional text field (item DE-18) and individual attributes of respondents (items DE-1 ... DE-17, DE-19),
- referring links tracked when respondents started the questionnaire,
- IP addresses of respondents,

- IP addresses and email addresses of commentators on the pilot-platform,
- email notifications, personal messages, blog comments and forum posts informing about the completed questionnaire

were put together and checked with the information available about contacts to identify respondents and select out

- inconsistent responses,
- responses of people not forming part of the target audience of the pilot-platform and
- responses intended to produce misleading results.

Table 10 shows the number of responses received on each day of the survey amounting to the sum total of 215 responses. It additionally shows when the 185 responses left for data analysis and the 30 responses withdrawn from the data set were collected. The 185 reviewed responses in the data set for analysis consist of 115 (62%) responses of identified respondents and 70 (38%) anonymous responses. 6 responses of identified respondents and 24 anonymous responses were withdrawn. 56 responses included a referring link from the forum www.gipfeltreffen.at of which 17 responses had to be withdrawn.

Table 10 Data collection - overview

day of survey	day of the week	response count	responses included in analysis	responses excluded from analysis	identified respondents	identified responses included in analysis	identified responses excluded from analysis	anonymous respondents	anonymous responses included in analysis	anonymous responses excluded from analysis	respondents directly called questionnaire from www.gipfeltreffen.at	respondents directly called questionnaire from www.gipfel-treffen.at, included in analysis	respondents directly called questionnaire from www.gipfel-treffen.at, excluded from analysis
1	Fri	**8**	**7**	1	7	6	1	1	1	0	0	0	0
2	Sat	**11**	**10**	1	11	10	1	0	0	0	0	0	0
3	Sun	**21**	**16**	5	10	10	0	11	6	5	17	12	5
4	Mon	**22**	**17**	5	8	8	0	14	9	5	18	13	5
5	Tue	**13**	**10**	3	6	6	0	7	4	3	5	3	2
6	Wed	**9**	**9**	0	3	3	0	6	6	0	0	0	0
7	Thu	**5**	**4**	1	3	3	0	2	1	1	0	0	0
8	Fri	**6**	**5**	1	6	5	1	0	0	0	1	1	0
9	Sat	**8**	**8**	0	5	5	0	3	3	0	0	0	0
10	Sun	**19**	**17**	2	14	13	1	5	4	1	6	5	1
11	Mon	**27**	**20**	7	17	15	2	10	5	5	4	0	4
12	Tue	**10**	**10**	0	6	6	0	4	4	0	2	2	0
13	Wed	**5**	**5**	0	3	3	0	2	2	0	0	0	0
14	Thu	**5**	**5**	0	4	4	0	1	1	0	1	1	0
15	Fri	**11**	**10**	1	5	5	0	6	5	1	1	1	0
16	Sat	**5**	**4**	1	2	2	0	3	2	1	0	0	0
17	Sun	**2**	**2**	0	0	0	0	2	2	0	0	0	0
18	Mon	**5**	**5**	0	2	2	0	3	3	0	0	0	0
19	Tue	**5**	**5**	0	1	1	0	4	4	0	0	0	0
20	Wed	**1**	**1**	0	1	1	0	0	0	0	0	0	0
21	Thu	**3**	**3**	0	3	3	0	0	0	0	0	0	0
22	Fri	**2**	**2**	0	0	0	0	2	2	0	0	0	0
23	Sat	**2**	**2**	0	2	2	0	0	0	0	0	0	0
24	Sun	**2**	**1**	1	0	0	0	2	1	1	1	1	0
25	Mon	**1**	**1**	0	0	0	0	1	1	0	0	0	0
26	Tue	**1**	**1**	0	1	1	0	0	0	0	0	0	0
27	Wed	**3**	**2**	1	0	0	0	3	2	1	0	0	0
28	Thu	**1**	**1**	0	0	0	0	1	1	0	0	0	0
29	Fri	**0**	**0**	0	0	0	0	0	0	0	0	0	0
30	Sat	**0**	**0**	0	0	0	0	0	0	0	0	0	0
31	Sun	**1**	**1**	0	0	0	0	1	1	0	0	0	0
32	Mon	**1**	**1**	0	1	1	0	0	0	0	0	0	0
33	Tue	**0**	**0**	0	0	0	0	0	0	0	0	0	0
sum total		**215**	**185**	**30**	**121**	**115**	**6**	**94**	**70**	**24**	**56**	**39**	**17**

The responses were reviewed based on the following criteria set:

- *Personal connection of respondents to author and pilot project:*
  Only the response of the author was withdrawn because it was expected to be biased due to the efforts he had taken to produce content, serve the users of the pilot-platform and promote the project. The responses of identified relatives, friends and acquaintances of the author were not withdrawn.

- *Identification of multiple responses via IP addresses:*
  Finding the same IP address at several responses is no safe criterion to identify multiple responses provided by a single person, but if several responses shared the same IP address such responses were examined in detail.

- *Consistency check of reversely coded items:*
  As the questionnaire items differed in meaning, having agreeing and

disagreeing answers to items of the same group was no safe criterion for the identification of inconsistent responses. But the reverse coded items PER-4, BIR-5, PEC-2, PEB-5 and BIB-3 were checked in comparison to the other answers on items within the same group to get an indication for a probably inconsistent response. If two such inconsistency indications were found in the same response, the complete response was examined in detail.

- *Consistency check of responses based on the individual attributes of respondents for:*
    - Respondents with no or only a dial-up Internet connection in leisure time (DE-1),
    - respondents using no computer in leisure time (DE-2),
    - respondents from countries other than Austria (DE-5),
    - respondents in the age group 18-29 or older than 65 years (DE-8),
    - respondents almost never making getaways (DE-12),
    - respondents almost never having getaways including hiking or other physical activities outdoors (DE-13),
    - respondents who almost never use the Internet in leisure time (DE-16 / DE-17),

  such responses were filtered and examined in detail.

- *Check for varying answers to items at the end of the questionnaire:*
  Items OF-1 to OF-4 where checked for differing answers. If the answers did not differ within the OF-group, answers on previous groups were examined. The idea was that a respondent could at a certain point within the questionnaire start to simply click through to reach the end of the questionnaire.

- *Check of responses with strong disagreement within the groups TB, TI and TA:*
  In these three groups the respondents were asked for the perceived

benevolence, integrity and abilities of the authors and/or commentators of the pilot-platform. If strong disagreement was found the response was examined in detail.

In the course of the review 30 responses were withdrawn for following reasons – the list below documents the reasons for removal of responses in chronological order from 6th March (day 1) to 7th April 2009 (day 33) :

- *day 1:*
  1 response of the author was removed,

- *day 2:*
  1 response was removed because PEB-5 and BIB-3 were inconsistent; the respondent indicated 'almost no use of the Internet in leisure time'; the respondent identified herself as partner of one active blogger on the pilot-platform which presumably was the reason for responding,

- *day 3:*
  1 response was removed due to lack of demographic data DE-1 to DE-19 – a singular instance where the survey software provided a response with incomplete data as 'finished';
  4 anonymous responses were removed because they were recorded with a specific IP address. This IP address was previously recorded on 6th March 2008 with 2 blog comments that were posted under the nick name 'karlfriedrich'. Altogether this IP address was recorded with 11 responses, all with a www.gipfeltreffen.at referrer link and item DE-19 indicating that the respondent had initially read about the survey on the Internet. All responses showed disagreement regarding the PU and BI item groups. The TB, TI and TA items were answered with disagreement or neutral. The individual attributes varied (f. e. place of living: 7x Vienna, 3x Lower Austria, 1x Upper Austria). Probably the author himself gave this person the idea of providing multiple answers. The blog-comments of 'karlfriedrich' expressed a strong personal aversion of the comment-author regarding blogs and consequentially of blog-research. The author´s invitation to nevertheless participate in the survey (but only once) may have provoked these 11 responses which had to

be withdrawn. For illustration the blog-comments are cited below in German language:

- comment 1 of ‚karlfriedrich': ‘bloggen incl. kommentieren ist blanke narzistische störung. und zwar eine heftige. wer nicht in der lage ist, mit menschen zu kommunizieren (= SPRECHEN, sich zuwenden, zuhören, reagieren etc..) legt in blog-statements seine monolithischen ansichten hin wie ein(e) elefant(in) die kothaufen entlang seiner/ihrer wanderrouten. bloggen ist ersatzhandlung bei mangel an sozialen kontakten. hilft scheinbar gegen das alleinsein. aber nur fiktiv = im virtuellen. man hat das gefühl, was gesagt zu haben. kommentare erzeugen das gefühl, mit wem geredet zu haben. BEIDER aber ist blanker selbstbetrug, da wegen der reduktion auf ein paar schriftzeichen kommunikation und gespräch etc gar nicht stattfinden. virtuell halt. im eigenen kopf. auf deutsch: blanke lüge. (selbstbetrug) karlfriedrich’
- comment 2 of ‚karlfriedrich': , manchmal hat man unfug im kopf und die welt hält sich einfach nicht daran zB.: ein familienwanderblog interessiert einfach (fast) niemanden. ist doch eine herrliche erkenntnis! und das ist ja die aufgabe von wissenschaft: erkenntnisse liefern. käme jetzt nämlich eine diss raus, die den anschein erweckt, blogs wären irgendwie relevant und für menschen interessant, weil mit einem jahr schon peinlichem baggern mit müh und not "gewinnspiel" 50 leute zamgekratzt worden sind, wäre das eine falsche darstellung von wirklichkeit. insoferne kann man diesem projekt als mittel zur erkenntnis nur ein scheitern wünschen. nur dann nämlich ist die wirklichkeit richtig erkannt worden. vorschlag: das dissthema ändern vorschlag 2: auch ohne doktor lebt sichs gut. Karlfriedrich‘
- response of the author to comment 2: ‘Lieber karlfriedrich ! Jedem seine Meinung - ich hoffe, du läßt es dir nicht nehmen und machst bei der Umfrage mit; aber bitte nur einmal ;-) ! […]‘

- *day 4:*

  5 anonymous responses had to be withdrawn because they had the same IP address like 4 responses on day 3 (‘karlfriedrich’),

- *day 5:*

  2 anonymous responses had to be withdrawn because they had the same IP address like 9 previous responses (‘karlfriedrich’),

  1 anonymous response was withdrawn because the respondent indicated to undertake almost no getaway trips (DE-12) and physical outdoor activities associated with getaway trips (DE-13), the BIB-3 item was inconsistent with the other items of the BIB-group and almost all PU- and BI-items showed disagreement. All TB, TI and TA-items showed disagreement or were neutral. The respondent initially learned about the survey from friends, acquaintances or relatives (DE-19). The response was withdrawn due to the overall impression of an outlier,

- *day 7:*

  1 anonymous response was removed because the items PER-4, BIR-4, PEB-5 and BIB-3 were inconsistent with the other items in their group. The respondent was of age group 18-29 (DE-8), from Germany (DE-5), had only a dial-up Internet connection (DE-1) and initially learned about the survey on the Internet. The response was withdrawn due to the overall impression of an outlier,

- *day 8:*

  1 indentified respondent answered inconsistently on the items PER-4 and BIB-3; the respondent had a commercial blog with regional content; the response was withdrawn due to the overall impression of an outlier,

- *day 10:*

  1 anonymous response was removed because the items DE-16 (getaway trips) and DE-17 (physical outdoor activities) were answered with ‘almost never’, all PU and BI items showed disagreement or were neutral, the IP address was the same as for an identified respondent who had motivated 3 colleagues at workplace to respond (same IP address); the response was

withdrawn due to the overall impression of an outlier,

1 anonymous response was removed because it showed the same IP address like 3 other responses. Almost all responses on PU and BI items showed disagreement; the TB-, TI- and TA-items were answered neutral or with disagreement and except of the individual attributes all 4 responses were very similar,

- *day 11:*

  3 anonymous responses came with the same IP address like the second removed response of the previous day ,

  1 anonymous response was withdrawn because the respondent had obviously clicked through without reading the questions,

  1 indentified respondent answered inconsistently on items BIR-5, PEB-5, BIB-3 and neutral or disagreeing on all PEOU items; many other items were responded neutrally; in addition little use of the Internet in leisure time (DE-16 and DE-17) gave the overall impression of an outlier,

  1 anonymous respondent answered inconsistently on items BIR-5 and BIB-3 and indicated getaway trips (DE-12) and physical outdoor activities associated with getaway trips (DE-13) as taking place ‘every several weeks’ (i.e. rather low frequency of actual activities) which gave the overall impression of an outlier,

  1 identified respondent answered inconsistently on the PEB and BIB groups,

- *day 15:*

  1 anonymous respondent answered inconsistently on item BIR-5, was retired (DE-10), in age group >65 years (DE-8) and with no Internet connection available in leisure time (DE-1) which gave the overall impression of an outlier,

- *day 16:*

  1 anonymous respondent from Switzerland, in age group 18-29, read about the survey on the Internet, indicated getaway trips (DE-12) and physical outdoor activities associated with getaway trips (DE-13) with ‘almost never’

and responded to most questions neutrally which gave the overall impression of an outlier,

- *day 24:*

  1 anonymous respondent from Germany answered inconsistently on items PER-4, BIR-5, PEC-2, PEB-5 and BIB-3,

- *day 27:*

  1 anonymous respondent answered inconsistently on question BIR-5, with no Internet connection available in leisure time (DE-1), indicated getaway trips (DE-12) and physical outdoor activities associated with getaway trips (DE-13) with 'almost never' and was informed about the survey by friends, acquaintances or relatives (DE-19) which gave the overall impression of an outlier.

The examination of all responses and withdrawal of 30 responses was done on 11th and 12th April 2009 prior to data analysis. This means, it was not observed how the withdrawal of single responses and groups of responses would have influenced obtainable results. After 12th April 2009 data analysis was done with an unchanged data set of 185 reviewed responses.

10 Data Analysis

10.1 General

In *section 6* a structural model containing latent variables (LVs) was introduced. As presented in *section 7*, for each LV a set of 3-6 manifest variables (MVs) was developed, each MV a mandatory closed question with 5 answering possibilities (5-pt Likert scales, ranging from ‘agree completely’ to ‘disagree completely’).

Data collection lasted from 6th March to 7th April 2009 and generated 215 responses of which after a consistency check a rather small sample of 185 reviewed responses was kept for the data analyses detailed in this section.

Section 10.2 presents additional information about the sample. Then *section 10.3* introduces the method of analysis (PLS path modelling), the criteria applied in evaluating the models and the model fitting procedure. *Section 10.4* documents the confirmatory analyses done with the full initial models and *section 10.5* treats the exploratory analyses, i.e. model fitting.

10.2 The sample

10.2.1 General

In the course of the project an online survey was conducted leading to 185 reviewed responses that were included in the subsequent data analyses. 38% of respondents answered anonymously and 62% of respondents left personal information or were identified by indications like IP addresses and email notifications sent to the author.

A problem typical in research of social interaction on the Internet is that it is not feasible to randomly choose respondents from a known population. Therefore a best possible approach was chosen based on following assumptions:

- an exemplary case of a blog community about leisure time activities in a region supports prospective respondents in forming their perceived utilities and behavioural intentions of reading, commenting and blogging leisure-blogs,
- recruiting respondents primarily among active participants on the pilot-platform (i.e. bloggers and commentators), among active bloggers on the Internet and among the participants in a vivid online forum about hiking and mountaineering activities in the region (www.gipfeltreffen.at) is an adequate way to get a proper sample of the target audience of a blog community about leisure time activities in a region,
- that including in the questionnaire
    - items asking for respondents´ individual usage of blogs, online forums and the Internet,
    - items asking for the frequency of own leisure time activities,
    - items asking for individual attributes of respondents and
    - an item asking how the respondent initially learned about the survey

  supports the identification of outliers and the assessment of the sample and results,
- that an anonymous survey minimizes the influence of personal relationships and prior contact between respondents and the author,
- that exploiting all possibilities of identifying the previous activities of respondents on the pilot-platform and the kind of relationships between respondents and the author additionally provides supportive information for finding outliers and assessing the sample and results.

In the subsequent sections and prior to the PLS analyses, additional information about the respondents and the sample is presented – see *section 10.2.6* for a detailed summary.

10.2.2 Respondents´ relationships to the author and participation

In this section information about the sources of respondents, how respondents learned about the survey, respondents´ known participation on the pilot-platform prior to the survey and about their relationship to the author is provided. These descriptive statistics provide indications of the composition of the sample dataset and of how it was obtained.

Table 11 shows that for 56 (30.3%) of 185 respondents full contact details (full name, address, email address) were available. For additional 59 (31.9%) of respondents some contact information was available that very likely would be sufficient to contact the respondents. 70 (37.8%) of respondents had actually responded anonymously.

Table 11 Respondents´ contact information

anonymous / identified	available contact information	count	%
indentified	full contact details	56	30.3%
indentified	name, email address, residence	17	9.2%
indentified	name, email address	13	7.0%
indentified	name, residence	1	0.5%
indentified	email address, residence	3	1.6%
indentified	email address	12	6.5%
indentified	name	1	0.5%
indentified	forum username	11	5.9%
indentified	blogger´s nickname	1	0.5%
anonymous	none	70	37.8%
sum total		**185**	**100.0%**

Table 12 shows that 61 (33%) of the respondents initially read about the survey on the Internet, 92 (49.7%) were initially informed about the survey electronically (either by the author or other people) and 32 (17.3%) were personally approached by friends, acquaintances or relatives (either by the author or other people).

Table 12 How respondents initially learned about the survey

anonymous / identified	call of online-questionnaire via	informed by friends, acquaintances or relatives	informed electronically (f.e. via email, blog comment or personal message)	read about the survey on the Internet	sum total
indentified	www.gipfeltreffen.at		4	15	*19*
indentified	www.wandertipp.at	19	51	19	*89*
indentified	webmail		6	1	*7*
	sum total	*19*	*61*	*35*	*115*
	%	*16.5%*	*53.0%*	*30.4%*	*100.0%*
anonymous	www.gipfeltreffen.at		2	18	*20*
anonymous	www.wandertipp.at	13	25	8	*46*
anonymous	webmail		4		*4*
	sum total	*13*	*31*	*26*	*70*
		18.6%	*44.3%*	*37.1%*	*100.0%*
both	**sum total**	**32**	**92**	**61**	**185**
		17.3%	**49.7%**	**33.0%**	**100.0%**

Table 13 shows that most (58 / 50.4%) of the identified respondents were people to whom the author established an online contact prior to the survey but had no contact before May 2008. 43 (37.4%) of identified respondents had no personal contact to the author prior to the survey. Only 6 (5.2%) of the indentified respondents were relatives and 8 (7.0%) friends and acquaintances of the author to whom he had contact prior to the project. Additionally *Table 13* shows the application of the same relative frequencies to the 70 anonymous respondents rounded off to full persons. Compared to the author´s contact list the overall figures (10 relatives, 13 friends and acquaintances of the author known prior to the project, 93 online contacts established during the project and 69 respondents without prior personal contact to the author) seem plausible.

These figures indicate that primarily strangers and online contacts without closer personal relationships to the author but a real interest in the topic (blogging and blogs about leisure-time activities) responded to the survey (87.6%), while relatives, friends, acquaintances and colleagues with closer real life ties to the author formed a minority (12.4%).

Table 13 Respondents´ relationship to the author

anonymous / identified	relationship to the author	sum total	%
indentified	relative of the author	6	5.2%
indentified	friend / acquaintance of the author prior to the pilot project	8	7.0%
indentified	online-contact of the author, no contact prior to the pilot project	58	50.4%
indentified	no contact to the author except of public blog comments / forum posts	43	37.4%
indentified	***sum total***	***115***	***100.0%***
assumption: same distribution among anonymous respondents than with identified ones			
anonymous	relative of the author	*4*	*5.7%*
anonymous	friend / acquaintance of the author prior to the pilot project	*5*	*7.1%*
anonymous	online-contact of the author, no contact prior to the pilot project	*35*	*50.0%*
anonymous	no contact to the author except of public blog comments / forum posts	*26*	*37.1%*
anonymous	**sum total**	**70**	***100.0%***
	sum total	***185***	

Table 14 shows a breakdown of indentified respondents´ activities related to the pilot-platform irrespective of the intensity of such activities. It shows that on the pilot-platform 67 of the identified respondents had left at least 1 comment, 14 of them had at least provided 1 guest article and 23 of them had opened a blog and had published at least 1 own article. Altogether 69 of the indentified respondents engaged in active participating behaviours on the pilot-platform.

20 of the 115 identified respondents were bloggers outside the pilot-platform whose blog-articles were regularly commented by the author.

Table 14 Respondents´ pre-survey activities - www.wandertipp.at

anonymous / identified	activities of respondent / author	sum total	% of identified respondents	% of all respondents
indentified	respondent commented on pilot platform	67	58.3%	36.2%
indentified	respondent provided guest article(s) for pilot platform	14	12.2%	7.6%
indentified	respondent blogged on pilot platform	23	20.0%	12.4%
indentified	author commented in blog of respondent	20	17.4%	10.8%
indentified	*sum total*	*115*	*100.0%*	*62.2%*
anonymous	*sum total*	*70*		*37.8%*
both	**sum total**	**185**		**100.0%**

10.2.3 Respondents´ self-reported online activities

Respondents´ actual usages of blogs, online forums about leisure time activities and computers and the Internet were asked for to obtain additional information supportive in the assessment of the sample.

110 (59.5%) respondents indicated that they were regular blog readers and 47 (25.4%) that they at least read leisure-blogs several times per week (*Table 15*).

Table 15 Respondents´ actual reading in leisure-blogs

item number	item text	very rarely / almost never	several times per month	several times per week	almost daily	several times per day	sum total
AU-1	How often do you read blog-articles about hiking or getaway-possibilities?	75	63	23	18	6	185
		40.5%	34.1%	12.4%	9.7%	3.2%	100.0%

Only 44 (23.8%) respondents indicated that they regularly commented in leisure-blogs and only 12 (6.5%) that they commented at least several times per week (*Table 16*).

Table 16 Respondents´ actual commenting in leisure-blogs

item number	item text	never	very rarely / almost never	several times per month	several times per week	almost daily	several times per day	sum total
AU-2	How often do you leave comments in leisure-blogs?	40	101	32	7	2	3	185
		21.6%	54.6%	17.3%	3.8%	1.1%	1.6%	100.0%

61 (33%) respondents indicated that they regularly blogged about hobbies and leisure time interests (*Table 17*).

Interestingly this means that in the sample were more regular bloggers than commentators. That was found for all intensity levels asked for. A possible explanation might be that regular commentators usually are regular bloggers as well and that drafting an own blog-article has higher priority for them than reading and commenting blog-articles of others (a likewise observation on the pilot-platform was that the number of very active commentators was almost the same as the number of very active bloggers).

Table 17 Respondents´ actual blogging about hobbies and leisure-time interests

item number	item text	never	very rarely / almost never	several times per month	several times per week	almost daily	sum total
AU-3	How often do you write blog-articles? F. e. about your hobbies or leisure-time interests.	66	58	36	17	8	185
		35.7%	31.4%	19.5%	9.2%	4.3%	100.0%

86 (46.5%) respondents indicated that they were participants of online communities irrespective of their actual participatory pattern. Probably occasional reading was not comprehended as form of participation by some respondents (*Table 18*).

Table 18 Respondents´ online community participation

item number	item text	yes	no	sum total
AU-4	Do you regularly participate in an online-community about hiking and getaway-possibilities? (www.gipfeltreffen.at and www.wandertipp.at are examples for such online communities)	86	99	185
		46.5%	53.5%	100.0%

53 (28.6%) respondents indicated that they regularly (at least several times per month) wrote reports about hiking-tours or getaways that were published on the Internet (*Table 19*).

Table 19 Respondents´ Internet-publishing activities

item number	item text	never	very rarely / almost never	several times per month	several times per week	almost daily	sum total
AU-5	How often do you write reports about hiking-tours or getaways that are published on the Internet?	47	85	44	5	4	185
		25.4%	45.9%	23.8%	2.7%	2.2%	100.0%

85 (45.9%) respondents indicated having an own website about hobbies and leisure-time topics (*Table 20*).

Table 20 Respondents´ own websites

item number	item text	yes	no	sum total
AU-6	Do you have your own homepage or your own blog about hobbies and leisure-time topics?	85	100	185
		45.9%	54.1%	100.0%

102 (55.1%) respondents indicated to participate in online forums about hobbies and leisure-time topics interesting for them (*Table 21*).

Table 21 Respondents´ online-forum participation

item number	item text	yes	no	sum total
AU-7	Are you participant in an online-forum about hobbies or leisure-time topics? (F. e. www.gipfeltreffen.at is an online-forum. www.wandertipp.at is NO online-forum.)	102	83	185
		55.1%	44.9%	100.0%

60 (32.4%), i.e. almost 1/3 of respondents had an own blog (*Table 22*).

Table 22 Respondents having blogs

item number	item text	yes	no	sum total
AU-8	Do you have an own blog?	60	125	185
		32.4%	67.6%	100.0%

Table 23 shows that 137 (74.1%) respondents knew the pilot-platform at least longer than 1 month and 67 (36.2%) longer than 5 months.

Table 23 Respondents´ duration of knowledge - www.wandertipp.at

item number	item text	max. 1 week	longer than 1 week, max. 1 month	longer than 1 month, max. 3 months	longer than 3 months, max. 5 months	longer than 5 months	sum total
DE-3	How long ago did you visit www.wandertipp.at the first time?	30	18	32	38	67	185
		16.2%	9.7%	17.3%	20.5%	36.2%	100.0%

Table 24 shows that 88 (47.6%) respondents were regular visitors of the pilot-platform, visiting the pilot-platform at least several times per month.

Table 24 Respondents´ frequency of visits - www.wandertipp.at

item number	item text	very rarely / almost never	several times per month	several times per week	almost daily	several times per day	sum total
DE-4	How often do you read at www.wandertipp.at? (This question refers to Internet-pages having wandertipp.at included in the link text.)	97	57	18	9	4	185
		52.4%	30.8%	9.7%	4.9%	2.2%	100.0%

The figures in *Table 23* and *Table 24* together indicate that the pilot-platform was well known among respondents but approx half of respondents were no regular visitors of the pilot-platform.

137 (74.1%) respondents indicated to use the Internet in leisure-time at least daily or even several times per day (*Table 25*). 160 (86.5%) respondents indicated to use the Internet at least 30 minutes per day and 108 (58.4%) to use it longer than 1 hour per day (*Table 26*).

Table 25 Respondents´ frequency of Internet usage

item number	item text	very rarely / almost never	up to 1 times per week	several times per week	daily	several times per day	sum total
DE-16	How often do you usually use the Internet in your leisure-time?	1	9	38	61	76	185
		0.5%	4.9%	20.5%	33.0%	41.1%	100.0%

Table 26 Respondents´ duration of daily Internet usage

item number	item text	never / almost never	less than 30 minutes	30 minutes up to 1 hour	more than 1 hour up to 2 hours	longer than 2 hours up to 3 hours	more than 3 hours	sum total
DE-17	How long per day do you use the Internet in your leisure-time?	3	22	52	58	26	24	185
		1.6%	11.9%	28.1%	31.4%	14.1%	13.0%	100.0%

10.2.4 Respondents´ real life activities

From the perspective of a regional TMO it is important that a regional blog community about leisure time activities reaches the people who actually plan and make daytrips in the region. Therefore asking for the real life activities of respondents was mandatory.

167 (90.3%) of respondents indicated to regularly (at least every few weeks) make getaways in spring and early summer, including hiking tours and mountaineering as getaways, which can be considered as indication that such respondents would potentially be interested in content provided in a blog community about such activities in the region (*Table 27*).

Table 28 shows that 161 (87%) of respondents indicated to regularly (at least every few weeks) make getaways in spring and early summer which have physical exercise outdoors as main part.

A comparison of the frequencies presented in *Table 27* and *Table 28* for higher activity levels shows an inconsistency of the responses to items DE-12 and DE-13. Item DE-13 asked for a subset of item DE-12, excluding getaways without physical exercise (f. e. sightseeing) but attracted a higher response. Probably this inconsistency results from that hiking tours, mountaineering and other sportive activities were not naturally perceived as getaways and that item DE-13 put more emphasis on such activities.

Table 27 Respondents´ frequency of real-life activities (1)

item number	item text	very rarely / almost never	every few weeks	almost every week	several times per week	sum total
DE-12	How often do you undertake getaways in spring and early summer? (Please count hiking- and mountain-tours as getaways.)	18	74	68	25	185
		9.7%	40.0%	36.8%	13.5%	100.0%

Table 28 Respondents´ frequency of real-life activities (2)

item number	item text	very rarely / almost never	every few weeks	almost every week	several times per week	sum total
DE-13	How often do you in spring and early summer undertake hiking and mountain tours and other getaways with physical exercise outdoors? (You are asked for the frequency of getaways with physical exercise outdoors as their main part.)	24	65	55	41	185
		13.0%	35.1%	29.7%	22.2%	100.0%

Respondents were asked whether they were members of a hiking association. Such membership usually includes payment of a membership fee (approx EUR 50-100 per family) and offers some health and rescue insurance for members. 91 (49.2%) responded that they were members of such an association (*Table 29*).

Table 29 Respondents´ membership in hiking associations

item number	item text	yes	no	sum total
DE-11	Are you member of a hiking association (f. e. Österreichischer Alpenverein, Naturfreunde, Gebirgsverein) ?	91	94	185
		49.2%	50.8%	100.0%

As the bloggers on the pilot-platform primarily blogged about leisure time activities in the region of Lower Austria surrounding Austria´s capital Vienna, most respondents were expected to live in the eastern part of Austria.

Table 30 shows that 163 (88.1%) respondents were from Austria, 152 (82.2%) from the eastern part of Austria, i.e. Lower Austria, Vienna and the adjacent regions Upper Austria and Styria and a rather large part of 19 (10.3%) from Germany.

Table 30 Respondents´ place of living

item number	item text / country	region of Austria	number of respondents	%	%
DE-6 (+DE-5)	Where do you live ?				
	Austria	Vienna	36	**88.1%**	19.5%
		Lower	97		52.4%
		Burgenland			0.0%
		Upper	10		5.4%
		Styria	9		4.9%
		Carinthia	2		1.1%
		Salzburg	5		2.7%
		Tyrol	4		2.2%
		Vorarlberg	0		0.0%
	Germany		**19**	**10.3%**	
	Switzerland		**1**	**0.5%**	
	EU country other than Austria, Germany or Switzerland		**2**	**1.1%**	
	outside the EU		**0**	**0.0%**	
	sum total		**185**	**100.0%**	**88.1%**

10.2.5 Respondents´ demographic characteristics and additional attributes

For completing the picture a set of demographic characteristics and technical features of computers and Internet connections available to respondents in leisure time were asked for.

156 (84.3%) respondents in leisure time used a broadband Internet connection (*Table 31*) and 120 (64.9%) a computer no older than 3 years (*Table 32*).

Table 31 Respondents´ Internet connections

item number	item text	none	I don´t know	a dial-up connection (56k-modem or slower)	a broadband-connection (f. e. ADSL)	a mobile Internet-connection (GPRS, EDGE or UMTS)	sum total
DE-1	What kind of Internet connection do you use during leisure-time? (Please respond to this question regarding the Internet connection most frequently used during leisure-time.)	2	3	2	156	22	185
		1.1%	1.6%	1.1%	84.3%	11.9%	100.0%

Table 32 Respondents´ computers

item number	item text	I use no computer during leisure-time	older than 5 years	4-5 years	no older than 3 years	sum total
DE-2	How old is the computer you use most frequently during leisure-time?	2	17	46	120	185
		1.1%	9.2%	24.9%	64.9%	100.0%

The gender of respondents – 101 (54.6%) males and 84 (45.4%) females was balanced (*Table 33*).

Table 33 Respondents´ gender

item number	item text	male	female	sum total
DE-7	Your gender?	101	84	185
		54.6%	45.4%	100.0%

Interestingly 88.6% (164) were 30 years or older, the age groups 30-44 and 45-65 forming the vast majority (155 / 83.8%) of respondents (*Table 34*).

Table 34 Respondents´ age

item number	item text	younger than 18	18-29	30-44	45-65	older than 65	sum total
DE-8	How old are you?	0	21	90	65	9	185
		0.0%	11.4%	48.6%	35.1%	4.9%	100.0%

Table 35 shows the educational level of respondents, *Table 36* respondents´ labour situation and *Table 37* the number of people in respondents´ households.

Table 35 Respondents´ educational level

item number	item text	compulsory school	vocational school (max. 3 years)	high school	college or comparable	university or comparable	not stated	sum total
DE-9	Highest completed education?	8	36	58	25	47	11	185
		4.3%	19.5%	31.4%	13.5%	25.4%	5.9%	100.0%

Table 36 Respondents´ labour situation

item number	item text	employed	self-employed	unemployed	in education	retired	not stated	sum total
DE-10	Your labour situation?	110	25	1	12	26	11	185
		59.5%	13.5%	0.5%	6.5%	14.1%	5.9%	100.0%

Table 37 Respondents´ households

item number	item text	1	2	3	4	5 or more	sum total
DE-14	How many people are in your household?	30	79	30	28	18	185
		16.2%	42.7%	16.2%	15.1%	9.7%	100.0%

136 (73.5%) respondents lived with no children at the age of 12 years or younger in the same household (*Table 38*). Although hiking tours and generally daytrips are popular activities for families with young children it might be claimed that parents (typically of the age group 30-44 years / 90 respondents in the survey) do not have sufficient time to participate in online communities or to respond to extensive online questionnaires, which makes the author and his blog-articles about family activities rather untypical on the Internet and probably explains part of the criticism the author got in the online forum www.gipfeltreffen.at, see *section 9.3*.

Table 38 Respondents´ children

item number	item text	none	1	2	3	more than 3	sum total
DE-15	With how many people aged 12 years or younger do you live in your household?	136	21	17	6	5	185
		73.5%	11.4%	9.2%	3.2%	2.7%	100.0%

10.2.6 Summary of the characteristics of the sample

The information about the sample presented in the previous sections revealed no significant bias of the sample in terms of the individual attributes of respondents. It can be summarised in the following way:

- *Possibility of bias due to personal ties to the author:*
  The anonymity of the survey, 62% identified respondents and an estimated large share of 87.6% of respondents without personal ties to the author prior to the project are indications of a high quality of responses and only marginal bias coming from author´s personal ties to respondents.

- *The pilot-platform:*
  37% of respondents engaged in more than reading activities on the pilot-platform, 74% of respondents knew the pilot-platform longer than 1 month and 48% of respondents were regular visitors of the pilot-platform.

- *Representation of theorised participatory patterns:*
  60% of respondents were regular blog readers, 24% regular blog commentators and 33% regular bloggers, the composition of the sample

shows that each modelled participatory pattern was represented in the sample.

- *Collection of responses:*
  the execution of an anonymous online survey, the fact that 82.7% of respondents were initially informed electronically or read about the survey online on the Internet, the estimated required time of 20-25 minutes to complete the questionnaire and the majority of blog- and leisure-time-activities-specific questionnaire items indicate the relevance of responses obtained.

- *Respondents´ self-reported online activities:*
  46% of respondents were regular participants in an online community about hiking and getaway possibilities, 29% indicating that they regularly wrote reports about hiking-tours or getaways published on the Internet. 46% of respondents had an own homepage or blog about their hobbies and leisure-time topics, 32% had an own blog. – These percentage shares indicate that a large share of the respondents potentially were active participants for a regional blog community about leisure time activities.

- *Respondents´ Internet usage in leisure time:*
  74% of respondents were daily leisure-time Internet users, 86% at least 30 minutes per day.

- *Respondents´ real life activities and place of residence:*
  90% of respondents reported to make regular getaways in spring and early summer, 82% of respondents reported to live in the eastern part of Austria, i.e. in the area most information on the pilot-platform referred to.

- *Respondents´ Internet connections:*
  84% of respondents used a modern broadband Internet connection in leisure time.

- *Age, family situation and gender of respondents:*
  84% of respondents were in the age of 30-65 years (the life situation in which hiking and daytrips may become interesting), 74% of respondents were

without young children in the same household (there might be sufficient leisure time available for the participation in an online community and/or the maintenance of a blog), 55% males and 45% females.

Although all information about the sample collected and examined in detail seems plausible, the acquired sample remains a best-possible one.

10.3 Method of Analysis

10.3.1 Structural Equation Modelling

Structural Equation Modelling (SEM) permits complicated variable relationships to be expressed through hierarchical or non-hierarchical, recursive or non-recursive structural equations, i.e. the representation and testing of entire theories. ([Ge 00])

For causal analysis the structural model introduced in *section 6* containing latent variables (LVs) and the indicators (MVs) developed in *section 7* were added together for empirical data analysis to form a structural equation model. ([Ge 00])

SEM enables researchers to answer a set of interrelated hypotheses in a single, systematic, and comprehensive analysis by modelling the relationships among multiple endogenous and exogenous constructs simultaneously. ([Ge 00])

In the same analysis SEM evaluates the structural model (the assumed causation among a set of dependent and independent constructs) but also the measurement models (the loadings of observed measurements on their expected LVs). Thus, in SEM, factor analysis and hypotheses are tested in the same analysis. ([Ge 00])

In SEM for hypotheses testing two main approaches should be considered – covariance-based SEM (CBSEM) and partial-least-squares-based SEM. For both approaches powerful analysis tools are available – f. e. LISREL for covariance-based SEM and f. e. SmartPLS ([Ri 05]) for partial-least-squares-based SEM.

Table 39 provides a comparison of a set of distinctive features between CBSEM and partial-least-squares (PLS) path modelling taken from [Ge 00].

For this research project PLS path modelling was deemed adequate:

1. due to the small sample size of 185 responses (according to a rule-of-thumb proposed in [Ch 98-2] the minimum sample size is ten times the maximum number of paths pointing to an endogenous LV in the model - in the initial models 11 paths point to the LV PU, leading to a minimum sample size of approx. 110 cases),

2. because PLS path modelling is recommended for forecasting and variance explanation which fits the overall research goal of the project - explaining and forecasting behavioural determinants of participation behaviours in a blog community,

3. because PLS path modelling does not necessarily require a sound theory base and supports both exploratory and confirmatory research - this research project is the first research in the field of blogs about leisure time activities in a region and the hypothesized model elements and causal relationships among them rely on several theories set up in significantly different fields and considerably differing contexts,

4. because PLS path modelling is relatively robust to deviations from a multivariate normal distribution.

Table 39 Comparison: CBSEM - PLS path modelling

issue	CBSEM	PLS path modelling
objective of overall analysis	show that the null hypothesis of the entire proposed model is plausible while rejecting path-specific null hypotheses of no effect	reject a set of path-specific null hypotheses of no effect
objective of variance analysis	overall model fit, such as insignificant χ^2 or high AGFI	variance explanation (high R^2)
required theory base	requires sound theory base, supports confirmatory research	does not necessarily require sound theory base, supports both exploratory and confirmatory research
assumed distribution	multivariate normal, if estimation is through ML; deviations from multivariate normal are supported with other estimation techniques	relatively robust to deviations from a multivariate distribution
minimum sample size	at least 100-150 cases	at least 10 times the number of items in the most complex construct

10.3.2 PLS path modelling

As mentioned above a PLS path model consists of measurement models for each LV (the outer models) and a structural model (the inner model) specifying the hypothesized causal relationships between the endogenous and exogenous LVs.

Chin/Newsted [Ch 96] characterise and summarise the estimation performed in PLS path modelling as follows: 'The PLS procedure is used to estimate the latent variables as an exact linear combination of its indicators with the goal of maximizing the explained variance for the indicators and latent variables. Following a series of ordinary least squares analyses, PLS optimally weights the indicators such that a resulting latent variable estimate can be obtained. The weights provide an exact linear combination of the indicators for forming the latent variable score which is not only maximally correlated with its own set of indicators (as in components analysis), but also correlated with other latent variables according to the structural (i.e. theoretical) model.'

For this research project PLS path modelling was used for confirmatory and exploratory analyses. The pattern of loadings of the MVs on their LV was specified explicitly in the model. Then the fit of this pre-specified model was examined to determine its convergent and discriminant validities ([Ge 05]). The data analysis was based on reflective measurement assumptions, i.e. it was assumed that the MVs were reflections or 'reflective' of the LV they were assigned to.

For PLS path modelling SmartPLS ([Ri 05]) software was used. SmartPLS offers a graphical user interface for model specification and is executable on operating systems like Windows, Linux or Solaris requiring a Java 2 Standard-Edition Runtime Environment (J2SE JRE) of version 5.0 or higher. For the analyses of this research project SmartPLS was executed under the Windows Vista operating system.

10.3.3 Model validation

In science two central requirements in evaluating and safeguarding the quality of how LVs are captured by MVs and of overall models have evolved. These are reliability and validity ([Ho 96]). Reliability refers to the reliability of the measurement. The

influence of random measurement error should be as low as possible to justify generalising results.

Validity refers to whether and in what quality a measurement actually reflects what it claims to measure. Reliability of the measurement is a non-sufficient prerequisite for validity.

Homburg and *Giering* ([Ho 96], [Ja 07]) subdivide construct validity in four aspects:

- *content validity:*
  the indicators reflect the meaning of the construct (LV),
- *convergent validity:*
  indicators assigned to the same LV should be correlated strongly to each other,
- *discriminant validity:*
  indicators assigned to different LVs should not be correlated or only weakly correlated to each other.
- *nomological validity:*
  the constructs (LVs) and results have to be integrated in a well-founded theoretical framework.

For the convergent and discriminant validity quality measures exist. Content validity and nomological validity have to be observed in the course of theory building, deduction of hypotheses and selection of indicators. For preventing misinterpretations of results knowledge of this latter aspect is important ([Ja 07]).

10.3.4 Validation criteria for PLS path models

In this section the validation criteria applied for analysing the hypothesized relationships of this research project using the SmartPLS ([Ri 05]) software tool are introduced.

At present no systematic procedure for the assessment of PLS path models is recommended and agreed upon ([Ri 04]).

Following steps were passed through in examining PLS path models:

1. Implementation of PLS path model and indicator data in SmartPLS ([Ri 05]).
2. Execution of the PLS algorithm (for program settings see *Figure 5*).

Assessment of the reflective measurement models

3. **Indicator loadings (indicator reliability):**
   For the factor loadings of reflective indicators the requirement of a minimum value of 0.7 (0.707) as a rule of thumb is customary. The share of variance of an MV explained by its LV is the squared factor loading. This means that a factor loading of > 0.707 implies that more than 50% of the MV´s variance is explained by its LV and as explained variance and measurement error add up to 100% that the measurement error does not dominate ([Ja 07], [Jo 06]). According to *J. Hulland* ([Hu 99]) researchers generally should have a strong theoretical rationale for including items with a loading below 0.7 and should drop items with loadings of less than 0.4 or 0.5.
4. **Indicator cross-loadings (discriminant validity):**
   Indicator cross-loadings need to be calculated ([Ge 00]). Then verification has to take place that each indicator loads highly on its theoretically assigned LV and not highly on all other LVs ([Ge 05]). *Gefen* and *Straub* comment that 'all the loadings of the measurement items on their assigned latent variables should be an order of magnitude larger than any other loading. For example, if one of the measurement items loads with a .70 coefficient on its latent construct, the loadings of all the measurement items on any latent construct but their own should be below .60' ([Ge 05]).
5. **Composite reliability (ρ_c, internal consistency reliability):**
   For the assessment of the internal consistency of a LV measurement model the composite reliability ρ_c can be used. The composite reliability is more exact than Cronbach´s alpha because the latter responds to the number of indicators. Composite reliability of an LV should exceed 0.7 ([Ja 07]).
6. **Average variance extracted (AVE, convergent validity)**:
   The average variance extracted (AVE) is an additional quality measure for the

measurement model of an LV. According to Fornell/Larcker AVE should be greater than 0.50 ([Fo 81]). Otherwise the variance due to measurement error dominates.

7. **Fornell/Larcker criterion (discriminant validity):**
   The *Fornell/Larcker* criterion ([Fo 81], [Ja 07]) requires that the AVE of each LV is higher than the squared correlation of this LV with each other LV in the model. It is used to check for the discriminant validity of the LVs in the model and claims in principle to be a more severe criterion than a χ^2 test statistics ([Zi 05]).

8. Execution of the bootstrap algorithm to obtain T-values:
   With bootstrap re-sampling T-values can be obtained to assess the statistical significance of each path ([Ne 01], [Ja 07]) and of the indicator loadings ([Ge 05], [Ge 00]). The SmartPLS software ([Ri 05]) requires the specification of two parameters for the bootstrap-operation, the number of records ('cases') should be set equal to sample size (this means 'cases' 185 for this data analysis) and for the number of iterations ('samples') a value of 1000 is recommended because this value can be interpreted as approx. infinite degrees of freedom for the obtained t-statistics ([Ja 07]).

9. **Significance of indicator loadings (indicator reliability):**
   'Typically, the p-value of this T-value should be significant at least at the 0.05 alpha protection level' ([Ge 05]).
   ($p \leq 0.05$: T-value > 1.960
   $p \leq 0.01$: T-value > 2.576
   $p \leq 0.001$: T-value > 3.291)

Assessment of the inner model

10. **Significance of hypothesized relationships:**
    Especially when path coefficients are low (f. e. 0.15 – 0.25) checking for the statistical significance of the causal paths is important. With bootstrap re-sampling T-values can be obtained to assess the statistical significance of each path ([Ne 01], [Ja 07]).

($p \leq 0.05$: T-value > 1.960

$p \leq 0.01$: T-value > 2.576

$p \leq 0.001$: T-value > 3.291)

11. Execution of the PLS algorithm (for program settings see *Figure 5*).

12. Path coefficients:

Chin ([Ch 98]) demands: 'Standardised paths should be at least 0.20 and ideally above 0.30 in order to be considered meaningful [...]. Paths of 0.10, for example, represents at best a 1 percent explanation of variance. Thus, even if they are 'real', are constructs with such paths theoretically interesting?' *Lohmöller* ([Lo 89], p. 60f.) includes causal relationships with path coefficients ≥ 0.1 in PLS path models. It seems adequate to claim that after model fitting no relationship with a path coefficient below 0.1 should be retained in the proposed model.

The signs of the path coefficients have to be checked whether they correspond with hypotheses.

13. Coefficient of determination (R^2):

The coefficient of determination R^2 is a measure of the proportion of the variance of the endogenous LV about its mean that is explained by the exogenous variable(s) ([Ge 00]). *Chin* ([Ch 98-2]) provides following indications for the assessment of R^2 values:

R^2 0.67 ~ substantial,

R^2 0.33 ~ average,

R^2 0.19 ~ weak.

14. Effect size (f^2):

The effect size f^2 indicates the importance of the effect of an exogenous LV on an endogenous LV.

Formula for effect size f^2 ([Ri 04], [Ja 07]):

$$f^2 = (R^2_{included} - R^2_{excluded}) / (1 - R^2_{included})$$

According to *Chin* acceptable values for effect size f^2 are ≥ 0.15 ([Ch 98-2]).

Cohen ([Co 88], pp. 410-414) offers following indication for f^2 values in multiple-regression analysis:

f^2 ~ 0.02: small effect,

f^2 > 0.15: medium effect,

f^2 > 0.35: large effect.

For determination of $R^2_{excluded}$ the respective exogenous LV was removed from the model and a PLS run accomplished.

15. Construct cross-validated redundancy (Q^2):

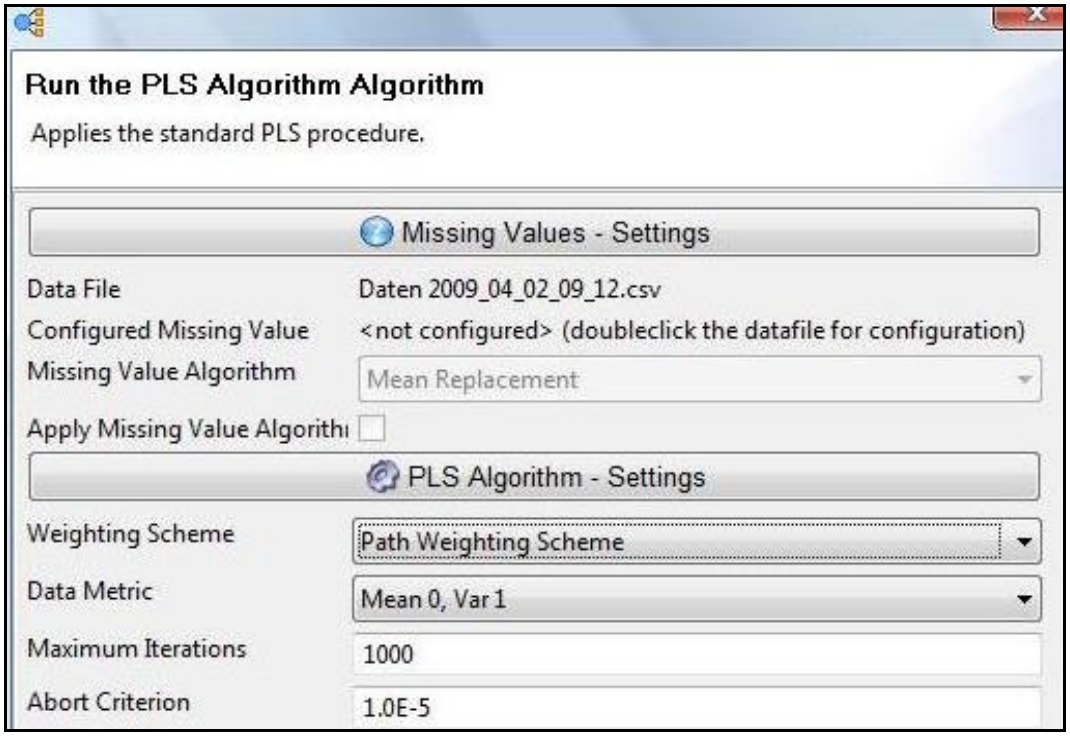
Q^2 is a measure of how well the observed values are reproduced by the model and its parameter estimates. A result of the Stone-Geisser test of predictive relevance $Q^2 > 0$ implies that the model has predictive relevance, whereas Q^2 of less than 0 indicates that the model lacks predictive relevance ([Fo 94]).

The quality of each structural equation is measured by the cross-validated-redundancy index (i.e. Stone-Geisser´s Q^2). It is a kind of cross-validated R^2 between the MVs of an endogenous LV and all MVs associated with the LVs explaining the endogenous LV, using the estimated structural model ([Te 05]). For a description of the blindfolding approach including the recommended setting of 'omission distance' = 7 see [Te 05].

A separate run of the blindfolding algorithm was performed for each endogenous LV.

This procedure was used for both, confirmatory analysis and model fitting. The basic procedure applied in model fitting is introduced in *section 10.3.5*.

Figure 5 SmartPLS: Settings used for the PLS algorithm



10.3.5 Procedure for model fitting

In the exploratory part model fitting was done by step-wise removing indicators, LVs or relationships until resulting models were obtained, that are based on a selection of the initially hypothesised relationships and fitted the sample data.

Basic steps of model fitting:

1. Implementation of the initially hypothesized relationships and indicator data in SmartPLS ([Ri 05])
2. Execution of the PLS algorithm (for program settings see *Figure 5*)
3. **Removal of the indicators with lowest loadings:**
   After execution of the PLS algorithm the indicator with the lowest loading was removed. This step was reiterated until all indicator loadings of MVs assigned to endogenous LVs were ≥ 0.707 and of all MVs assigned to exogenous LVs ≥ 0.5. The higher minimum loading requirement for MVs assigned to endogenous LVs was chosen because it was considered important to start

model fitting first of all with eliminating weaknesses in the measurement of endogenous LVs. After each removal of an indicator the PLS algorithm was executed with the changed model. Indicator removal was reiterated until all indicator loadings on their respective LVs were above the minimum requirement.

(This step corresponds with *step 3 indicator loadings* in *section 10.3.4*, including consequences of low indicator loadings.)

4. **Detailed examination of this initial model:**

   a. Indicator cross-loadings (*step 4* in *section 10.3.4*)

      - in this first check of cross-loadings it was safeguarded that each indicator loaded highest on its assigned LV; it was accepted that some indicator loadings of assigned MVs were below cross-loadings of other indicators.

   b. Composite reliability (ρ_c, *step 5* in *section 10.3.4*)

   c. Average variance extracted (AVE, *step 6* in *section 10.3.4*)

   d. Fornell/Larcker criterion (*step 7* in *section 10.3.4*)

   e. Significance of indicator loadings (*step 8* and *9* in *section 10.3.4*)

5. **Actual model reduction:**

   Before each removal of an indicator, LV or path the bootstrap algorithm was executed (*step 8* in *section 10.3.4*). The T-values for the relationships in the model were examined (*step 10* in *section 10.3.4*). The relationship with the lowest T-value below or equal 1.96 was chosen and examined whether the insignificance of the path could be the result of a dispensable indicator with low loading (this examination required an additional PLS run). According to *J. Hulland* low item loading can be caused by (1) poor item wording, (2) inappropriateness of the item, or (3) an improper transfer of an item from one context to another ([Hu 99]). If such an indicator assigned to the exogenous LV was found the item wording was examined and if the indicator showed a significantly different meaning than the other indicators assigned to the LV this item was removed. If such an indicator was not found and the exogenous LV

showed more than one outgoing path, the respective path was removed. If there was only one outgoing path pointing from the exogenous LV, the LV was removed.

This step was reiterated with the changed models until a revised model was obtained only having significant relationships (minimum level of significance $p \leq 0.05$).

6. **Detailed examination of the resulting model:**
    a. Indicator cross-loadings (*step 4* in *section 10.3.4*)
    b. Composite reliability (ρ_c, *step 5* in *section 10.3.4*)
    c. Average variance extracted (AVE, *step 6* in *section 10.3.4*)
    d. Fornell/Larcker criterion (*step 7* in *section 10.3.4*)
    e. Significance of indicator loadings (*step 8* and *9* in *section 10.3.4*)
    f. Significance of relationships (*step 8* and *10* in *section 10.3.4*)
    g. Path coefficients (*step 12* in *section 10.3.4*)
    h. Coefficient of determination (R^2, *step 13* in *section 10.3.4*)
    i. Effect size (f^2, *step 14* in *section 10.3.4*)
    j. Construct cross-validated redundancy (Q^2, *step 15* in *section 10.3.4*)

If the resulting model did not satisfactorily fulfil the requirements introduced in *section 10.3.4,* additional changes were done until model fitting was finished with a resulting model fulfilling the requirements. The actual model fitting, documented in *section 10.5* for the most part was done according to this basic procedure.

The result of the exploratory analyses was a set of 3 resulting models proposed to explain and predict participation behaviour in leisure-blogs.

It is important to note that each resulting model actually represents an unconfirmed proposal, its confirmation requiring valuation of the model with new sample data.

10.4 Confirmatory analyses

10.4.1 Reading leisure-blogs

In this section the confirmatory PLS analysis for the reading behaviour is presented. *Figure 6* shows the tested model.

All validation criteria introduced in *section 10.3.4* were applied:

- Indicator (cross-)loadings: see *Table 42*
- Composite reliability (ρ_c) and average variance extracted (AVE): see *Table 43*
- Fornell/Larcker criterion: see *Table 44*
- Significance of indicator loadings: see *Table 42*
- Significance of hypothesized relationships: see *Table 45*
- R^2: see *Table 41*
- f^2: see *Table 40*
- Q^2: see *Table 46*

The confirmatory analysis of the hypothesized relationships for the reading behaviour revealed a PLS path model of insufficient validity, which means that the integrated system of hypothesized relationships could not be confirmed – neither the complete system nor a single hypothesis.

Table 40 Confirmatory analysis reading: overview relationships

	exogenous LV		endogenous LV			relationship			
number of hypothesis	LV name	LV abbr.	LV name	LV abbr.	hypoth. kind of relation	path coeff.	path significance	effect size f^2	effect category
1	perceived ease of use	PEOU, PE	perceived usefulness	PU, P	positive	0.163	$p \leq 0.05$	0.032	small
2	perceived ease of use	PEOU, PE	behavioral intention	BI	positive	0.202	$p \leq 0.001$	0.086	small
3	perceived usefulness	PU, P	behavioral intention	BI	positive	0.657	$p \leq 0.001$	0.862	large
4	C/I self efficacy	SE	perceived ease of use	PEOU, PE	positive	-0.007	insignificant	0.000	-
5	perceived resources	RS	perceived ease of use	PEOU, PE	positive	0.122	insignificant	0.009	-
6	C/I anxienty	AX	perceived ease of use	PEOU, PE	negative	-0.276	$p \leq 0.001$	0.046	small
7	C/I playfulness	PL	perceived ease of use	PEOU, PE	positive	0.081	insignificant	0.007	-
8a	trust in kown others - benevolence	TB	perceived usefulness	PU, P	positive	-0.075	insignificant	0.004	-
8b	trust in kown others - integrity	TI	perceived usefulness	PU, P	positive	0.091	insignificant	0.004	-
8c	trust in kown others - ability	TA	perceived usefulness	PU, P	positive	0.208	insignificant	0.019	-
9	trust in unknown others	TU	perceived usefulness	PU, P	positive	0.055	insignificant	0.003	-
10	expected intrinsic rewards	IR	perceived usefulness	PU, P	positive	0.044	insignificant	0.001	-
11	expected enjoyment in helping	EN	perceived usefulness	PU, P	positive	-0.076	insignificant	0.003	-
12	value of community welfare	WE	perceived usefulness	PU, P	positive	0.128	insignificant	0.008	-
13	perceived moral obligation	MO	perceived usefulness	PU, P	positive	0.118	insignificant	0.006	-
14	cross-posting intentions	CR	perceived usefulness	PU, P	positive	0.131	insignificant	0.016	-
15	experienced and/or anticipated offline interactions	OF	perceived usefulness	PU, P	positive	-0.100	insignificant	0.009	-

Table 41 Confirmatory analysis reading: overview latent variables

LV	LV name	LV category	smallest indicator loading	largest indicator cross-loading	AVE	Composite Reliability	Fornell/ Larcker criterion	R^2
AX	C/I anxienty	exogenous	0.7909	0.176	0.7429	0.9201	fulfilled	
BI	behavioral intention	endogenous	0.7527	0.608	0.7414	0.9344	fulfilled	0.544
CR	cross-posting intentions	exogenous	0.8553	0.3585	0.748	0.899	fulfilled	
EN	expected enjoyment in helping	exogenous	0.9495	0.63	0.9106	0.9683	fulfilled	
IR	expected intrinsic rewards	exogenous	0.8045	0.539	0.7947	0.9391	fulfilled	
MO	perceived moral obligation	exogenous	**0.3183**	**0.6755**	0.632	0.823	fulfilled	
OF	experienced and/or anticipated offline interactions	exogenous	0.7566	0.4306	0.7984	0.9402	fulfilled	
PEOU	perceived ease of use	mediating	0.7593	0.4106	0.6865	0.8973	fulfilled	0.145
PL	C/I playfulness	exogenous	**0.7556**	0.2919	0.742	0.9195	fulfilled	
PU	perceived usefulness	mediating	**0.3144**	**0.6525**	0.5156	0.8574	fulfilled	0.226
RS	perceived resources	exogenous	**0.3824**	**0.6348**	**0.3284**	0.7637	**not fulfilled**	
SE	C/I self efficacy	exogenous	**0.2214**	**0.7678**	**0.4553**	0.8076	fulfilled	
TA	trust in kown others - ability	exogenous	0.8644	0.7149	0.8015	0.9237	fulfilled	
TB	trust in kown others - benevolence	exogenous	**0.6446**	**0.6646**	0.7047	0.8748	fulfilled	
TI	trust in kown others - integrity	exogenous	0.8476	0.749	0.7716	0.9441	fulfilled	
TU	trust in unknown others	exogenous	0.7381	0.3703	0.6302	0.8718	fulfilled	
WE	value of community welfare	exogenous	0.8955	0.6434	0.8162	0.9302	fulfilled	

Figure 6 Confirmatory analysis reading: model diagram

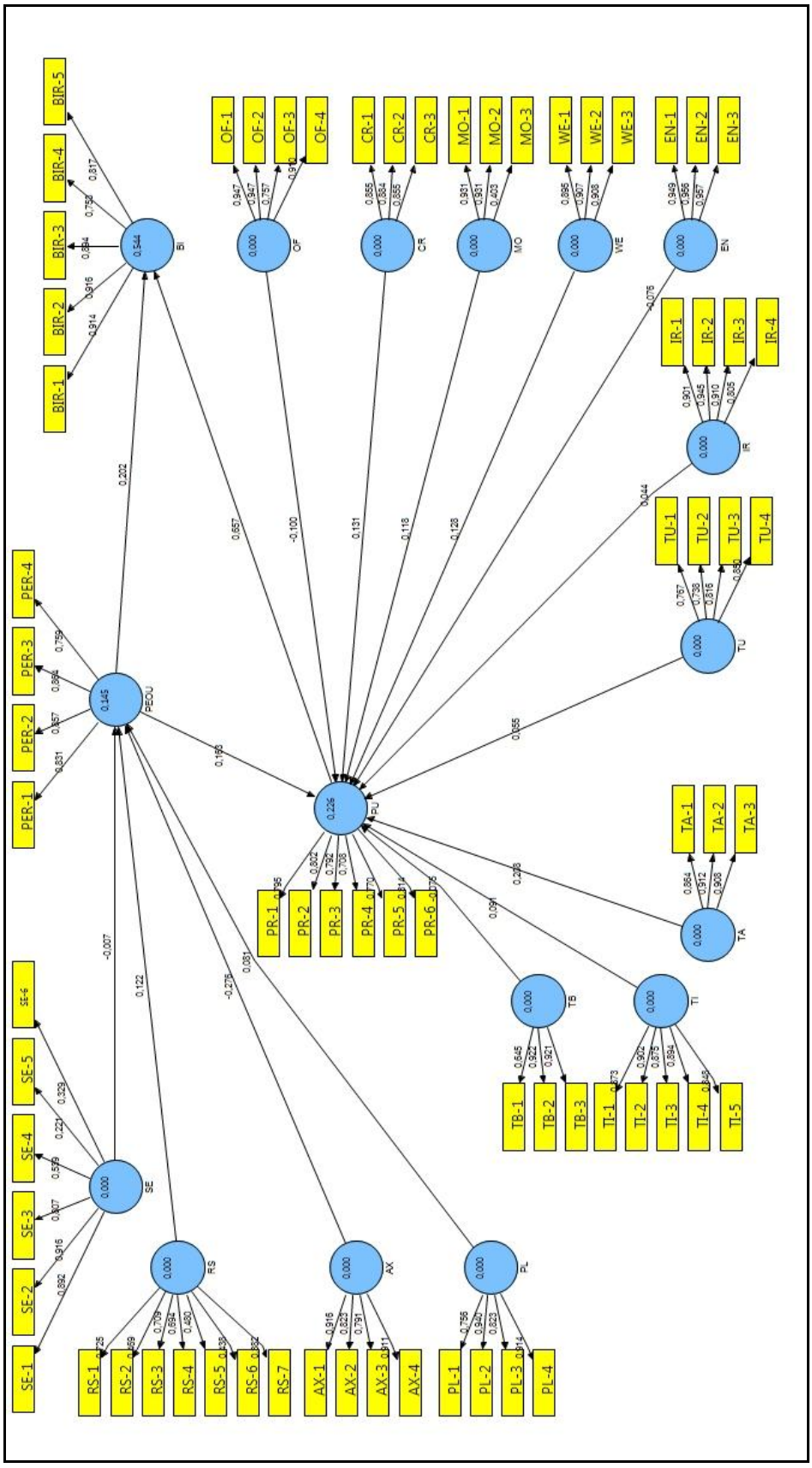


Table 42 Confirmatory analysis reading: indicator (cross-) loadings

minimum loading assigned LV	maximum cross-loading		lowest indicator loading for LV	0.7909	0.7527	0.8553	0.9495	0.8045	0.3183	0.7566	0.7593	0.7556	0.3144	0.3824	0.2214	0.8644	0.6446	0.8476	0.7381	0.8955
0.2214	0.7678		highest indicator cross-loading for LV	0.176	0.608	0.3585	0.63	0.539	0.6755	0.4306	0.4106	0.2919	0.6525	0.6348	0.7678	0.7149	0.6646	0.749	0.3703	0.6434
loading assigned LV	**max loading other LVs**	**T-value**	**indicator**	**AX**	**BI**	**CR**	**EN**	**IR**	**MO**	**OF**	**PEOU**	**PL**	**PU**	**RS**	**SE**	**TA**	**TB**	**TI**	**TU**	**WE**
0.9161	0.0967	42.5788	**AX-1**	**0.9161**	-0.1629	-0.2445	-0.1262	-0.1736	-0.0894	-0.0009	-0.4366	-0.0898	0.0614	-0.5936	-0.6099	0.085	0.0967	0.0475	0.0439	-0.0798
0.8229	0.0966	9.9752	**AX-2**	**0.8229**	-0.0351	-0.0554	-0.0518	-0.0566	-0.0485	0.0154	-0.1931	-0.1127	0.0966	-0.464	-0.4058	0.0667	0.0398	0.0087	0.0864	-0.0094
0.7909	0.0968	8.2879	**AX-3**	**0.7909**	-0.0563	-0.074	-0.0692	-0.1082	-0.039	-0.0178	-0.1857	-0.1162	0.0556	-0.455	-0.4772	0.087	0.0829	0.0795	0.0968	0.0301
0.9109	0.2076	39.2299	**AX-4**	**0.9109**	-0.0344	-0.0642	0.0201	-0.0175	0.0751	0.0948	-0.283	-0.041	0.1481	-0.5713	-0.6299	0.141	0.103	0.1054	0.2076	0.0571
0.9139	0.6525	62.5342	**BIR-1**	-0.0852	**0.9139**	0.2867	0.2974	0.3555	0.3219	0.0988	0.3321	0.2071	0.6525	0.0692	-0.0978	0.2282	0.1306	0.188	0.2618	0.3681
0.9159	0.6256	62.7843	**BIR-2**	-0.1244	**0.9159**	0.298	0.2616	0.3016	0.3139	0.0269	0.3555	0.1807	0.6256	0.1091	-0.031	0.1887	0.0472	0.1279	0.237	0.3398
0.894	0.6301	47.4628	**BIR-3**	-0.0677	**0.894**	0.1972	0.2325	0.2824	0.2619	0.0734	0.3186	0.2314	0.6301	0.0595	-0.0947	0.1828	0.0762	0.1702	0.2083	0.3455
0.7527	0.5935	18.1366	**BIR-4**	-0.0953	**0.7527**	0.28	0.2264	0.2833	0.2549	0.0874	0.2144	0.1325	0.5935	0.0336	-0.0329	0.3112	0.1344	0.2473	0.164	0.294
0.8167	0.556	23.7235	**BIR-5**	-0.0651	**0.8167**	0.2188	0.172	0.1827	0.1845	0.0487	0.4106	0.1671	0.556	0.0973	-0.0062	0.2484	0.1777	0.1768	0.2111	0.2337
0.8553	0.2881	10.938	**CR-1**	-0.107	0.2403	**0.8553**	0.2279	0.2341	0.2881	0.2624	0.1605	0.2268	0.1496	0.2721	0.1116	0.0481	0.1114	0.0829	0.176	0.2755
0.8836	0.326	15.6573	**CR-2**	-0.1357	0.271	**0.8836**	0.2898	0.3057	0.326	0.2377	0.1683	0.1845	0.1862	0.2919	0.1469	0.0449	0.0186	0.0985	0.1996	0.2739
0.8554	0.3963	13.0818	**CR-3**	-0.1503	0.2574	**0.8554**	0.3963	0.2703	0.3324	0.259	0.0731	0.1231	0.2292	0.292	0.1768	0.0373	0.0725	0.0706	0.2869	0.2795
0.9495	0.5941	7.8275	**EN-1**	-0.0822	0.2437	0.3549	**0.9495**	0.539	0.5941	0.2506	0.0882	0.0799	0.1431	0.1028	-0.03	0.067	0.0039	0.1244	0.239	0.5668
0.9562	0.6333	7.932	**EN-2**	-0.0682	0.2682	0.3451	**0.9562**	0.478	0.6333	0.3167	0.0895	0.0794	0.1425	0.0869	-0.0338	0.0686	0.0204	0.133	0.188	0.5905
0.9571	0.6755	9.7452	**EN-3**	-0.0664	0.2787	0.3489	**0.9571**	0.4845	0.6755	0.2934	0.134	0.1754	0.2015	0.123	-0.034	0.0646	0.0994	0.1175	0.2122	0.5844
0.9009	0.4086	9.2047	**IR-1**	-0.1612	0.2799	0.2362	0.4086	**0.9009**	0.4025	0.2114	0.1161	0.0974	0.1541	0.1275	0.0394	0.0573	0.0098	0.102	0.2523	0.3899
0.9445	0.5256	8.9786	**IR-2**	-0.0719	0.3545	0.3155	0.5203	**0.9445**	0.4439	0.2816	0.1705	0.0891	0.2379	0.1611	0.0034	0.0515	0.0352	0.1156	0.2689	0.5256
0.9098	0.4528	8.4062	**IR-3**	-0.0935	0.2455	0.2864	0.4528	**0.9098**	0.3601	0.1809	0.0906	0.1107	0.1266	0.1888	0.0528	0.0346	0.0116	0.0392	0.2179	0.4445
0.8045	0.4951	6.6171	**IR-4**	-0.1151	0.2469	0.292	0.4951	**0.8045**	0.3772	0.1787	0.1206	0.1	0.0799	0.2172	0.0908	-0.0799	-0.0996	-0.0886	0.162	0.3738
0.9314	0.6434	8.7004	**MO-1**	-0.0334	0.2694	0.3447	0.6157	0.4107	**0.9314**	0.404	0.1341	0.0426	0.2461	0.0678	-0.0214	0.106	0.1273	0.1875	0.2591	0.6434
0.9306	0.63	8.7519	**MO-2**	-0.0228	0.3151	0.336	0.63	0.4233	**0.9306**	0.4274	0.1252	0.0542	0.2331	0.0675	-0.0518	0.1713	0.1962	0.187	0.2613	0.6233
0.4033	0.3487	2.2524	**MO-3**	-0.1065	0.1122	0.1943	0.2843	0.1888	**0.4033**	0.2586	0.058	-0.0344	0.0261	0.2555	0.133	0.1803	0.1084	0.0515	0.1748	0.3487
0.9466	0.4484	3.6586	**OF-1**	0.0238	0.1347	0.2887	0.32	0.2927	0.4316	**0.9466**	-0.0134	0.0568	0.0761	0.0851	-0.0555	0.1355	0.1592	0.1775	0.2195	0.4484
0.9474	0.4105	3.5576	**OF-2**	0.0322	0.0314	0.2954	0.2409	0.2145	0.4105	**0.9474**	-0.0747	0.0306	0.0676	0.1012	-0.0066	0.1367	0.189	0.1746	0.2187	0.3788
0.7566	0.3183	2.4467	**OF-3**	0.0657	-0.0752	0.1232	0.1955	0.1249	0.3183	**0.7566**	-0.0838	0.0033	0.0096	0.0437	0.0212	0.0864	0.151	0.17	0.0865	0.218
0.9096	0.4232	3.5628	**OF-4**	0.0144	0.0638	0.2495	0.2836	0.2031	0.4232	**0.9096**	-0.0171	0.0307	0.0721	0.0519	0.0166	0.1412	0.201	0.2079	0.2267	0.3817
0.8307	0.3645	23.602	**PER-1**	-0.3527	0.237	0.1725	0.0752	0.1445	0.1057	-0.0263	**0.8307**	0.1251	0.1588	0.3645	0.3036	0.0229	-0.0618	-0.0535	0.0426	0.0734
0.8566	0.3888	30.9138	**PER-2**	-0.2536	0.3888	0.124	0.1519	0.1376	0.164	-0.0067	**0.8566**	0.1258	0.2841	0.1419	0.0996	0.2613	0.1599	0.1842	0.1758	0.1974
0.8636	0.3559	35.048	**PER-3**	-0.346	0.3559	0.1138	0.0894	0.1528	0.1442	-0.0102	**0.8636**	0.1086	0.2576	0.3399	0.2861	0.1063	0.0256	0.0473	0.071	0.148
0.7593	0.3057	17.2277	**PER-4**	-0.2105	0.2541	0.0744	0.0423	0.0255	0.0192	-0.1101	**0.7593**	0.0857	0.1786	0.1503	0.1403	0.3057	0.1618	0.1615	0.1921	0.0132
0.7556	0.153	5.3548	**PL-1**	-0.0406	0.153	0.0943	0.0573	0.0377	0.014	-0.0245	0.0734	**0.7556**	0.1358	0.0612	-0.0199	0.0834	0.0909	0.0333	0.0271	0.0365
0.9404	0.2143	8.417	**PL-2**	-0.0621	0.1855	0.1836	0.117	0.0963	0.0581	0.0277	0.1309	**0.9404**	0.1264	0.2143	0.0012	0.1197	0.0928	0.0483	0.0317	0.0667
0.823	0.2177	6.4434	**PL-3**	-0.1266	0.2177	0.1828	0.1119	0.1355	0.0385	0.0682	0.1079	**0.823**	0.1941	0.1782	0.1137	0.164	0.1197	0.1478	0.1255	0.0945
0.9139	0.258	7.1841	**PL-4**	-0.0991	0.1849	0.1958	0.1272	0.0883	0.0459	0.0512	0.1383	**0.9139**	0.1412	0.258	0.0214	0.0765	0.0873	0.0622	0.0474	0.0554
0.795	0.582	24.3905	**PR-1**	0.1001	0.582	0.2318	0.1527	0.1097	0.2314	-0.036	0.2499	0.031	**0.795**	-0.0681	-0.0724	0.2365	0.0726	0.2022	0.2514	0.2167
0.8016	0.608	24.0062	**PR-2**	0.0562	0.608	0.2054	0.1178	0.1767	0.2027	0.052	0.2083	0.1403	**0.8016**	0.0153	-0.0417	0.219	0.1344	0.2166	0.1878	0.2407
0.7915	0.5525	28.51	**PR-3**	0.0759	0.5525	0.1441	0.1323	0.218	0.1866	0.0335	0.1252	0.1508	**0.7915**	0.0195	-0.1009	0.2451	0.1554	0.2147	0.179	0.2361
0.7077	0.4116	16.1602	**PR-4**	0.1387	0.4116	0.1532	0.0873	0.1119	0.11	0.1055	0.0491	0.208	**0.7077**	-0.0646	-0.1053	0.231	0.1811	0.2335	0.1716	0.1949
0.7697	0.5017	20.8405	**PR-5**	0.0231	0.5017	0.12	0.0985	0.0632	0.184	0.1191	0.2652	0.1205	**0.7697**	-0.0423	-0.1214	0.2985	0.1681	0.2211	0.1557	0.2252
0.3144	0.3191	3.249	**PR-6**	0.0516	0.3191	0.0711	0.1732	0.1282	0.1438	0.0883	0.2562	0.1144	**0.3144**	-0.0067	-0.02	0.1862	0.1219	0.2005	0.1469	0.2228
0.7252	0.7678	8.4261	**RS-1**	-0.5938	0.0169	0.2091	0.0366	0.0987	-0.0131	0.0581	0.227	0.0231	-0.0244	**0.7252**	0.7678	-0.0802	-0.0864	-0.0617	-0.0802	-0.0286
0.469	0.3585	3.9036	**RS-2**	-0.1287	0.1634	0.3585	0.1659	0.0561	0.1316	0.0969	0.1885	0.2452	0.1132	**0.469**	0.1035	-0.022	0.0396	-0.0241	0.136	0.0609
0.7088	0.4822	9.3976	**RS-3**	-0.4079	-0.0607	0.0396	-0.1021	0.053	-0.0722	-0.1261	0.2473	0.0224	-0.1465	**0.7088**	0.4822	-0.2477	-0.1238	-0.1914	-0.165	-0.1466
0.694	0.4154	7.6245	**RS-4**	-0.4413	0.0523	0.2517	0.0622	0.0906	0.0378	0.131	0.1595	0.1468	-0.0342	**0.694**	0.4154	-0.0524	-0.0573	-0.0481	-0.0149	0.0664
0.4801	0.28	2.8903	**RS-5**	-0.2884	0.1486	0.2484	0.2317	0.2588	0.2307	0.1563	0.1387	0.28	0.0204	**0.4801**	0.27	-0.024	-0.0584	-0.1231	0.002	0.1931
0.4383	0.2919	2.4783	**RS-6**	-0.3067	0.0282	0.118	0.1553	0.2034	0.1348	0.1133	0.0611	0.2919	-0.0429	**0.4383**	0.2483	-0.0978	-0.0634	-0.1904	-0.0846	0.109
0.3824	0.1768	2.4604	**RS-7**	-0.2539	0.0845	0.1643	0.1003	0.1528	0.0802	0.0708	0.0809	0.1264	0.0475	**0.3824**	0.1768	-0.0782	0.0502	0.0048	0.0172	0.1113
0.8916	0.6117	6.7002	**SE-1**	-0.5547	-0.0628	0.2619	-0.0138	0.0497	-0.0217	-0.0055	0.246	0.0108	-0.0936	0.6117	**0.8916**	-0.1226	-0.1142	-0.1237	-0.1099	-0.0895
0.9159	0.6348	6.7973	**SE-2**	-0.6228	-0.0683	0.1498	-0.0226	0.0348	-0.028	-0.019	0.2389	-0.0228	-0.1301	0.6348	**0.9159**	-0.0725	-0.0485	-0.0354	-0.1598	-0.0459
0.8069	0.5037	6.7788	**SE-3**	-0.5331	-0.0396	0.05	-0.0667	-0.0164	-0.0828	-0.0658	0.1787	0.0851	-0.0743	0.5037	**0.8069**	-0.017	-0.0474	-0.0111	-0.0634	-0.0026
0.5386	0.3508	2.3684	**SE-4**	-0.2856	-0.0054	0.0225	-0.0009	0.0616	0.0574	0.0627	0.1024	0.0855	0.0062	0.3508	**0.5386**	0.0147	0.0194	0.0149	0.0207	0.0075
0.2214	0.1108	0.888	**SE-5**	0.0192	-0.0099	-0.0139	-0.0731	-0.0311	0.0535	0.0383	0.0359	0.0051	-0.0376	0.1108	**0.2214**	0.0162	-0.0068	-0.0273	0.0523	-0.0339
0.3289	0.1271	1.3525	**SE-6**	-0.1817	0.0029	0.0234	-0.0664	-0.0725	0.0158	0.006	-0.0227	-0.0538	0.0339	0.1271	**0.3289**	0.035	-0.0458	0.0188	-0.043	-0.0263
0.8644	0.749	27.8682	**TA-1**	0.0465	0.2008	0.0857	0.0577	0.0006	0.1193	0.0694	0.1578	0.0243	0.2743	-0.2018	-0.0512	**0.8644**	0.5428	0.749	0.3029	0.303
0.9125	0.6388	51.2903	**TA-2**	0.1211	0.2284	0.0088	0.0474	0.0307	0.1336	0.1267	0.2272	0.1491	0.2895	-0.1235	-0.0743	**0.9125**	0.5994	0.6388	0.3703	0.2611
0.9082	0.6642	49.8594	**TA-3**	0.123	0.2818	0.0407	0.08	0.0587	0.1601	0.1879	0.1545	0.1591	0.3196	-0.1166	-0.0799	**0.9082**	0.569	0.6642	0.3373	0.2904
0.6446	0.4492	2.5653	**TB-1**	-0.0066	0.0058	-0.0546	0.0275	-0.1085	0.0209	0.0456	0.0417	0.1233	0.0236	-0.0473	0.016	0.3892	**0.6446**	0.4492	0.1628	0.1285
0.9218	0.6384	5.6103	**TB-2**	0.1145	0.1264	0.078	0.0558	0.0127	0.1431	0.2056	0.0716	0.104	0.1743	-0.0778	-0.0561	0.5882	**0.9218**	0.6384	0.3114	0.2458
0.9213	0.5889	5.7912	**TB-3**	0.0765	0.1234	0.0743	0.0385	0.0135	0.19	0.1664	0.0787	0.0945	0.1859	-0.0895	-0.0822	0.5889	**0.9213**	0.5785	0.2674	0.2356
0.8727	0.6646	31.863	**TI-1**	0.0038	0.1371	0.0482	0.0881	0.0794	0.175	0.1904	0.0825	0.0661	0.235	-0.0889	0.0029	0.6117	0.6646	**0.8727**	0.3371	0.3539
0.9016	0.7149	44.0769	**TI-2**	0.0722	0.154	0.1261	0.0927	0.0418	0.1653	0.1944	0.0373	0.044	0.2322	-0.113	-0.0341	0.7149	0.6257	**0.9016**	0.3368	0.3252
0.8752	0.7144	34.654	**TI-3**	0.113	0.2124	0.065	0.1128	0.0599	0.1526	0.1698	0.0797	0.0769	0.2786	-0.1764	-0.1416	0.7144	0.5636	**0.8752**	0.3703	0.3661
0.8942	0.6611	38.6636	**TI-4**	0.0673	0.2286	0.0868	0.1318	0.0493	0.1877	0.1377	0.1759	0.1167	0.3214	-0.1236	-0.0403	0.6611	0.5311	**0.8942**	0.3246	0.3253
0.8476	0.6391	22.2	**TI-5**	0.0348	0.1669	0.1018	0.1436	0.1162	0.1993	0.2104	0.0191	0.049	0.2057	-0.175	-0.0578	0.6391	0.5393	**0.8476**	0.3614	0.3315
0.7674	0.2997	8.7804	**TU-1**	0.0237	0.203	0.2837	0.1906	0.2198	0.1973	0.1665	0.1576	0.0349	0.1486	0.0046	-0.0395	0.279	0.2357	0.2997	**0.7674**	0.2772
0.7381	0.3276	7.5316	**TU-2**	-0.0197	0.238	0.2807	0.2575	0.3276	0.3207	0.2728	0.1196	0.0264	0.1462	0.0615	-0.041	0.1835	0.1236	0.1703	**0.7381**	0.3222
0.8157	0.3388	15.0983	**TU-3**	0.1174	0.1496	0.1164	0.1287	0.148	0.1719	0.1586	0.0772	0.0707	0.2136	-0.0518	-0.1032	0.3077	0.2726	0.3388	**0.8157**	0.2593
0.8497	0.3839	21.1695	**TU-4**	0.176	0.227	0.2127	0.1707	0.1962	0.2374	0.1747	0.1099	0.065	0.2679	-0.1326	-0.1346	0.3766	0.3077	0.3839	**0.8497**	0.37
0.8955	0.6495	26.2656	**WE-1**	0.0208	0.2882	0.3375	0.5163	0.4457	0.6495	0.4306	0.1326	0.0809	0.3314	0.0535	0.0044	0.301	0.2368	0.3525	0.3589	**0.8955**
0.9069	0.6192	13.0652	**WE-2**	-0.0026	0.3149	0.2467	0.5629	0.4923	0.6192	0.3819	0.0984	0.0475	0.2021	0.0391	-0.0792	0.2306	0.2091	0.2975	0.3281	**0.9069**
0.9078	0.5794	13.6558	**WE-3**	-0.0643	0.4009	0.2608	0.5792	0.4268	0.5794	0.3351	0.1422	0.0649	0.2749	-0.0061	-0.0856	0.3109	0.2464	0.3835	0.3591	**0.9078**

Table 43 Confirmatory analysis reading: AVE, composite reliability

	AVE	Composite Reliability
AX	0.7429	0.9201
BI	0.7414	0.9344
CR	0.748	0.899
EN	0.9106	0.9683
IR	0.7947	0.9391
MO	0.632	0.823
OF	0.7984	0.9402
PEOU	0.6865	0.8973
PL	0.742	0.9195
PU	0.5156	0.8574
RS	0.3284	0.7637
SE	0.4553	0.8076
TA	0.8015	0.9237
TB	0.7047	0.8748
TI	0.7716	0.9441
TU	0.6302	0.8718
WE	0.8162	0.9302

Table 44 Confirmatory analysis reading: Fornell/Larcker criterion

LV correlations

	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE
AX	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BI	-0.1018	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CR	-0.155	0.2976	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EN	-0.075	0.278	0.3662	1	0	0	0	0	0	0	0	0	0	0	0	0	0
IR	-0.116	0.3283	0.315	0.5223	1	0	0	0	0	0	0	0	0	0	0	0	0
MO	-0.0357	0.3124	0.3684	0.6696	0.4482	1	0	0	0	0	0	0	0	0	0	0	0
OF	0.0271	0.0778	0.2925	0.3013	0.2518	0.4507	1	0	0	0	0	0	0	0	0	0	0
PEOU	-0.3555	0.3799	0.1476	0.1127	0.1465	0.1395	-0.0388	1	0	0	0	0	0	0	0	0	0
PL	-0.0977	0.2148	0.1975	0.1249	0.1072	0.0486	0.0413	0.1353	1	0	0	0	0	0	0	0	0
PU	0.1014	0.7113	0.2243	0.175	0.1893	0.2531	0.0749	0.271	0.1701	1	0	0	0	0	0	0	0
RS	-0.6175	0.0861	0.3316	0.1116	0.1827	0.0856	0.0837	0.3063	0.2221	-0.0329	1	0	0	0	0	0	0
SE	-0.6347	-0.0624	0.1731	-0.0344	0.0383	-0.0304	-0.0156	0.2536	0.0354	-0.108	0.6727	1	0	0	0	0	0
TA	0.1101	0.2669	0.0494	0.0696	0.0351	0.1548	0.1463	0.2002	0.1272	0.33	-0.1622	-0.0772	1	0	0	0	0
TB	0.098	0.1299	0.0752	0.0505	0.0062	0.175	0.1954	0.0809	0.1112	0.1887	-0.0902	-0.0711	0.6371	1	0	0	0
TI	0.0696	0.2098	0.096	0.13	0.0757	0.1994	0.2007	0.0988	0.0846	0.2968	-0.1536	-0.0639	0.7614	0.6608	1	0	0
TU	0.1168	0.2529	0.2646	0.2231	0.2641	0.283	0.2329	0.1392	0.0666	0.2579	-0.0592	-0.1122	0.3766	0.3106	0.3922	1	0
WE	-0.0155	0.3692	0.3199	0.6086	0.4996	0.6848	0.4276	0.1411	0.0743	0.3101	0.0328	-0.0522	0.3177	0.2583	0.387	0.3892	1

squared LV correlations, AVE (in diagonal, bold)

	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE
AX	**0.7429**	0.0104	0.0240	0.0056	0.0135	0.0013	0.0007	0.1264	0.0095	0.0103	0.3813	0.4028	0.0121	0.0096	0.0048	0.0136	0.0002
BI	0.0104	**0.7414**	0.0886	0.0773	0.1078	0.0976	0.0061	0.1443	0.0461	0.5059	0.0074	0.0039	0.0712	0.0169	0.0440	0.0640	0.1363
CR	0.0240	0.0886	**0.7480**	0.1341	0.0992	0.1357	0.0856	0.0218	0.0390	0.0503	0.1100	0.0300	0.0024	0.0057	0.0092	0.0700	0.1023
EN	0.0056	0.0773	0.1341	**0.9106**	0.2728	0.4484	0.0908	0.0127	0.0156	0.0306	0.0125	0.0012	0.0048	0.0026	0.0169	0.0498	0.3704
IR	0.0135	0.1078	0.0992	0.2728	**0.7947**	0.2009	0.0634	0.0215	0.0115	0.0358	0.0334	0.0015	0.0012	0.0000	0.0057	0.0697	0.2496
MO	0.0013	0.0976	0.1357	0.4484	0.2009	**0.6320**	0.2031	0.0195	0.0024	0.0641	0.0073	0.0009	0.0240	0.0306	0.0398	0.0801	0.4690
OF	0.0007	0.0061	0.0856	0.0908	0.0634	0.2031	**0.7984**	0.0015	0.0017	0.0056	0.0070	0.0002	0.0214	0.0382	0.0403	0.0542	0.1828
PEOU	0.1264	0.1443	0.0218	0.0127	0.0215	0.0195	0.0015	**0.6865**	0.0183	0.0734	0.0938	0.0643	0.0401	0.0065	0.0098	0.0194	0.0199
PL	0.0095	0.0461	0.0390	0.0156	0.0115	0.0024	0.0017	0.0183	**0.7420**	0.0289	0.0493	0.0013	0.0162	0.0124	0.0072	0.0044	0.0055
PU	0.0103	0.5059	0.0503	0.0306	0.0358	0.0641	0.0056	0.0734	0.0289	**0.5156**	0.0011	0.0117	0.1089	0.0356	0.0881	0.0665	0.0962
RS	0.3813	0.0074	0.1100	0.0125	0.0334	0.0073	0.0070	0.0938	0.0493	0.0011	**0.3284**	0.4525	0.0263	0.0081	0.0236	0.0035	0.0011
SE	0.4028	0.0039	0.0300	0.0012	0.0015	0.0009	0.0002	0.0643	0.0013	0.0117	0.4525	**0.4553**	0.0060	0.0051	0.0041	0.0126	0.0027
TA	0.0121	0.0712	0.0024	0.0048	0.0012	0.0240	0.0214	0.0401	0.0162	0.1089	0.0263	0.0060	**0.8015**	0.4059	0.5797	0.1418	0.1009
TB	0.0096	0.0169	0.0057	0.0026	0.0000	0.0306	0.0382	0.0065	0.0124	0.0356	0.0081	0.0051	0.4059	**0.7047**	0.4367	0.0965	0.0667
TI	0.0048	0.0440	0.0092	0.0169	0.0057	0.0398	0.0403	0.0098	0.0072	0.0881	0.0236	0.0041	0.5797	0.4367	**0.7716**	0.1538	0.1498
TU	0.0136	0.0640	0.0700	0.0498	0.0697	0.0801	0.0542	0.0194	0.0044	0.0665	0.0035	0.0126	0.1418	0.0965	0.1538	**0.6302**	0.1515
WE	0.0002	0.1363	0.1023	0.3704	0.2496	0.4690	0.1828	0.0199	0.0055	0.0962	0.0011	0.0027	0.1009	0.0667	0.1498	0.1515	**0.8162**

Table 45 Confirmatory analysis reading: significance of paths

relationship	T value	significance
AX -> PEOU	3.4047	$p \leq 0.001$
CR -> PU	1.6697	insignificant
EN -> PU	0.8086	insignificant
IR -> PU	0.4905	insignificant
MO -> PU	1.1286	insignificant
OF -> PU	1.2103	insignificant
PEOU -> BI	3.3218	$p \leq 0.001$
PEOU -> PU	2.3287	$p \leq 0.05$
PL -> PEOU	1.1625	insignificant
PU -> BI	13.4332	$p \leq 0.001$
RS -> PEOU	1.2264	insignificant
SE -> PEOU	0.0716	insignificant
TA -> PU	1.852	insignificant
TB -> PU	0.7277	insignificant
TI -> PU	0.7179	insignificant
TU -> PU	0.7193	insignificant
WE -> PU	1.2676	insignificant

Table 46 Confirmatory analysis reading: Q^2

	Q^2
PEOU	0.1005
PU	0.1108
BI	0.3992

10.4.2 Commenting leisure-blogs

In this section the confirmatory PLS analysis for the commenting behaviour is presented. *Figure 7* shows the tested model.

All validation criteria introduced in *section 10.3.4* were applied:

- Indicator (cross-)loadings: see *Table 49*
- Composite reliability ρ_c and average variance extracted AVE: see *Table 50*
- Fornell/Larcker criterion: see *Table 51*
- Significance of indicator loadings: see *Table 49*
- Significance of hypothesized relationships: see *Table 52*
- R^2: see *Table 48*
- f^2: see *Table 47*
- Q^2: see *Table 53*

The confirmatory analysis of the hypothesized relationships for the commenting behaviour revealed a PLS path model of insufficient validity, which means that the integrated system of hypothesized relationships could not be confirmed – neither the complete system nor a single hypothesis.

Table 47 Confirmatory analysis commenting: overview relationships

	exogenous LV		endogenous LV			relationship			
number of hypothesis	LV name	LV abbr.	LV name	LV abbr.	hypoth. kind of relation	path coeff.	path significance	effect size f^2	effect category
1	perceived ease of use	PEOU, PE	perceived usefulness	PU, P	positive	0.157	$p \leq 0.05$	0.030	small
2	perceived ease of use	PEOU, PE	behavioral intention	BI	positive	0.096	$p \leq 0.05$	0.022	small
3	perceived usefulness	PU, P	behavioral intention	BI	positive	0.742	$p \leq 0.001$	1.273	large
4	C/I self efficacy	SE	perceived ease of use	PEOU, PE	positive	0.018	insignificant	0.001	
5	perceived resources	RS	perceived ease of use	PEOU, PE	positive	0.157	insignificant	0.015	
6	C/I anxienty	AX	perceived ease of use	PEOU, PE	negative	-0.283	$p \leq 0.01$	0.058	small
7	C/I playfulness	PL	perceived ease of use	PEOU, PE	positive	0.171	$p \leq 0.01$	0.033	small
8a	trust in kown others - benevolence	TB	perceived usefulness	PU, P	positive	0.130	insignificant	0.013	-
8b	trust in kown others - integrity	TI	perceived usefulness	PU, P	positive	-0.098	insignificant	0.006	-
8c	trust in kown others - ability	TA	perceived usefulness	PU, P	positive	0.191	insignificant	0.021	-
9	trust in unknown others	TU	perceived usefulness	PU, P	positive	0.003	insignificant	0.000	-
10	expected intrinsic rewards	IR	perceived usefulness	PU, P	positive	0.110	insignificant	0.011	-
11	expected enjoyment in helping	EN	perceived usefulness	PU, P	positive	0.008	insignificant	0.000	-
12	value of community welfare	WE	perceived usefulness	PU, P	positive	0.044	insignificant	0.001	-
13	perceived moral obligation	MO	perceived usefulness	PU, P	positive	0.065	insignificant	0.003	-
14	cross-posting intentions	CR	perceived usefulness	PU, P	positive	0.233	$p \leq 0.01$	0.058	small
15	experienced and/or anticipated offline interactions	OF	perceived usefulness	PU, P	positive	0.115	insignificant	0.014	-

Table 48 Confirmatory analysis commenting: overview latent variables

LV	LV name	LV category	smallest indicator loading	largest indicator cross-loading	AVE	Composite Reliability	Fornell/ Larcker criterion	R^2
AX	C/I anxienty	exogenous	0.8306	0.1756	0.7537	0.9244	fulfilled	
BI	behavioral intention	endogenous	0.9328	0.6504	0.899	0.9639	fulfilled	0.593
CR	cross-posting intentions	exogenous	0.8114	0.3564	0.754	0.9017	fulfilled	
EN	expected enjoyment in helping	exogenous	0.9482	0.6304	0.9106	0.9683	fulfilled	
IR	expected intrinsic rewards	exogenous	0.8216	0.5394	0.8002	0.9411	fulfilled	
MO	perceived moral obligation	exogenous	**0.5078**	**0.6705**	0.6475	0.8384	fulfilled	
OF	experienced and/or anticipated offline interactions	exogenous	0.8043	0.4247	0.81	0.9444	fulfilled	
PEOU	perceived ease of use	mediating	0.8146	0.29	0.7517	0.9007	fulfilled	0.221
PL	C/I playfulness	exogenous	0.7621	0.2881	0.7373	0.9176	fulfilled	
PU	perceived usefulness	mediating	**0.7039**	**0.737**	0.5611	0.8845	**not fulfilled**	0.29
RS	perceived resources	exogenous	**0.3664**	**0.5617**	**0.3375**	0.7748	**not fulfilled**	
SE	C/I self efficacy	exogenous	**0.1047**	**0.7718**	**0.4338**	0.7761	fulfilled	
TA	trust in kown others - ability	exogenous	0.8354	0.7022	0.7974	0.9218	fulfilled	
TB	trust in kown others - benevolence	exogenous	0.7239	0.6621	0.728	0.8882	fulfilled	
TI	trust in kown others - integrity	exogenous	0.8622	0.7444	0.7713	0.944	fulfilled	
TU	trust in unknown others	exogenous	0.7508	0.3568	0.6365	0.8748	fulfilled	
WE	value of community welfare	exogenous	0.8844	0.6416	0.819	0.9314	fulfilled	

Figure 7 Confirmatory analysis commenting: model diagram

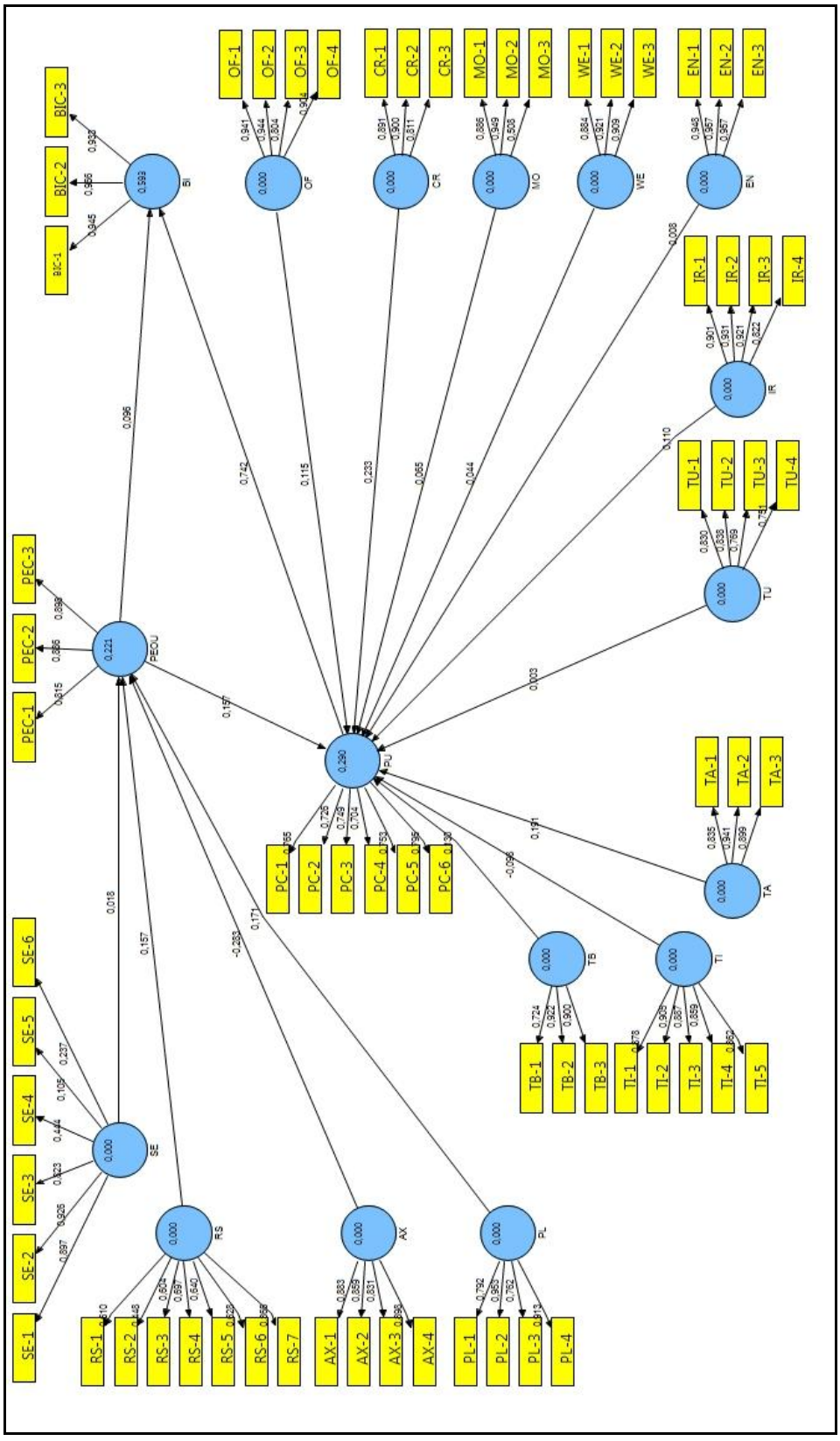


Table 49 Confirmatory analysis commenting: indicator (cross-) loadings

minimum loading assigned LV	maximum cross-loading		lowest indicator loading for LV	0.8306	0.9328	0.8114	0.9482	0.8216	0.5078	0.8043	0.8146	0.7621	0.7039	0.3664	0.1047	0.8354	0.7239	0.8622	0.7508	0.8844
0.1047	0.7718		highest indicator cross-loading for LV	0.1756	0.6504	0.3564	0.6304	0.5394	0.6705	0.4247	0.29	0.2881	0.737	0.5617	0.7718	0.7022	0.6621	0.7444	0.3568	0.6416
loading assigned LV	**max loading other LVs**	**T-value**	**indicator**	**AX**	**BI**	**CR**	**EN**	**IR**	**MO**	**OF**	**PEOU**	**PL**	**PU**	**RS**	**SE**	**TA**	**TB**	**TI**	**TU**	**WE**
0.8834	0.0898	41.7998	**AX-1**	**0.8834**	-0.0557	-0.238	-0.126	-0.1776	-0.0945	0.0064	-0.4414	-0.0792	-0.0648	-0.5678	-0.6242	0.0895	0.0898	0.0514	0.0117	-0.0772
0.8591	0.0688	16.7684	**AX-2**	**0.8591**	0.028	-0.0538	-0.0516	-0.0564	-0.0612	0.0179	-0.3065	-0.1062	0.0153	-0.461	-0.4069	0.0688	0.0252	-0.0009	0.0588	-0.0114
0.8306	0.0935	12.3948	**AX-3**	**0.8306**	-0.0081	-0.0657	-0.0691	-0.1088	-0.0487	-0.0121	-0.2959	-0.111	-0.0509	-0.4543	-0.4684	0.0935	0.0755	0.0766	0.057	0.0285
0.8979	0.171	42.9343	**AX-4**	**0.8979**	0.0741	-0.0663	0.0203	-0.02	0.0662	0.0959	-0.3162	-0.0254	0.0932	-0.5384	-0.6492	0.1459	0.0924	0.1045	0.171	0.0581
0.945	0.7212	97.0026	**BIC-1**	0.0266	**0.945**	0.3244	0.2182	0.2547	0.3225	0.1808	0.241	0.2759	0.7212	0.1706	-0.076	0.209	0.1321	0.1557	0.2219	0.285
0.9664	0.737	173.4989	**BIC-2**	0.025	**0.9664**	0.3564	0.2297	0.2541	0.3054	0.1498	0.2417	0.2844	0.737	0.1865	-0.0589	0.2596	0.1532	0.2013	0.258	0.2964
0.9328	0.7154	53.6875	**BIC-3**	-0.0399	**0.9328**	0.3548	0.2033	0.2248	0.2622	0.1061	0.29	0.2505	0.7154	0.193	0.0417	0.2745	0.1335	0.1886	0.2229	0.3322
0.8906	0.3703	33.3952	**CR-1**	-0.0958	0.3703	**0.8906**	0.2281	0.236	0.2946	0.2515	0.2068	0.2213	0.3308	0.2843	0.1143	0.0433	0.1017	0.0876	0.2113	0.2738
0.9002	0.3341	41.0039	**CR-2**	-0.1209	0.3043	**0.9002**	0.29	0.3042	0.3313	0.2282	0.1809	0.1726	0.3341	0.304	0.1442	0.0335	0.0085	0.0963	0.2221	0.2682
0.8114	0.3958	19.2425	**CR-3**	-0.1403	0.2726	**0.8114**	0.3958	0.2693	0.3261	0.2463	0.1441	0.1177	0.3227	0.3021	0.1785	0.0328	0.0547	0.0658	0.2936	0.2767
0.9482	0.5914	31.5111	**EN-1**	-0.0777	0.1678	0.3358	**0.9482**	0.5394	0.5914	0.2493	0.0314	0.0744	0.2082	0.156	-0.0277	0.0624	0.0065	0.1238	0.2554	0.5676
0.9571	0.6328	44.3124	**EN-2**	-0.0623	0.1723	0.3319	**0.9571**	0.4766	0.6328	0.3154	0.0062	0.0719	0.2216	0.1356	-0.0359	0.0663	0.0182	0.1332	0.2066	0.5904
0.9573	0.6705	73.249	**EN-3**	-0.0679	0.2871	0.3347	**0.9573**	0.4824	0.6705	0.2893	0.0598	0.1728	0.3046	0.1652	-0.0256	0.063	0.0966	0.1143	0.2283	0.5853
0.9005	0.408	37.2388	**IR-1**	-0.1578	0.2175	0.2329	0.408	**0.9005**	0.397	0.2012	0.1316	0.0815	0.2518	0.1614	0.0435	0.0584	-0.009	0.1097	0.2794	0.3921
0.9308	0.5284	62.9637	**IR-2**	-0.0695	0.2524	0.3104	0.5197	**0.9308**	0.4414	0.2797	0.1584	0.0777	0.3266	0.193	0.0023	0.0513	0.0195	0.1186	0.2866	0.5284
0.9211	0.4521	52.6735	**IR-3**	-0.0865	0.2505	0.2868	0.4521	**0.9211**	0.3647	0.1758	0.1238	0.1051	0.2447	0.2326	0.0539	0.0343	0	0.0437	0.2329	0.4461
0.8216	0.4941	19.4035	**IR-4**	-0.1073	0.1899	0.2872	0.4941	**0.8216**	0.3743	0.1691	0.1715	0.099	0.156	0.2486	0.0907	-0.0749	-0.1077	-0.0889	0.2047	0.3786
0.8859	0.6416	22.2694	**MO-1**	-0.0323	0.2711	0.3383	0.6161	0.4086	**0.8859**	0.4003	0.0571	0.0374	0.261	0.1047	-0.0292	0.1048	0.1127	0.1817	0.2697	0.6416
0.9486	0.6304	70.6092	**MO-2**	-0.0232	0.3071	0.3323	0.6304	0.4184	**0.9486**	0.4247	0.0559	0.0576	0.3642	0.1183	-0.0666	0.1704	0.1845	0.1895	0.2766	0.6235
0.5078	0.3503	4.2527	**MO-3**	-0.111	0.1392	0.1996	0.2846	0.1919	**0.5078**	0.2542	0.1655	-0.0368	0.1072	0.2918	0.1309	0.1787	0.1049	0.0598	0.1782	0.3503
0.9407	0.4495	64.2686	**OF-1**	0.0224	0.2252	0.287	0.3206	0.2848	0.4354	**0.9407**	-0.076	0.044	0.2999	0.1404	-0.0606	0.1363	0.1456	0.1835	0.2391	0.4495
0.9438	0.422	60.3065	**OF-2**	0.0235	0.1294	0.2957	0.2414	0.2085	0.422	**0.9438**	-0.1057	0.0233	0.2206	0.1498	-0.0163	0.1388	0.1722	0.1798	0.2306	0.3777
0.8043	0.3237	14.3666	**OF-3**	0.061	-0.0032	0.1247	0.196	0.1176	0.3237	**0.8043**	-0.2097	-0.0123	0.1362	0.0715	0.0111	0.0873	0.1474	0.1721	0.0874	0.2179
0.9041	0.4279	42.1359	**OF-4**	0.0173	0.1249	0.2477	0.2843	0.2005	0.4279	**0.9041**	-0.1227	0.0231	0.2556	0.0688	0.0045	0.1406	0.1949	0.2151	0.2398	0.3788
0.7649	0.5736	21.4465	**PC-1**	-0.0324	0.5736	0.2796	0.229	0.3178	0.2721	0.1324	0.1561	0.1836	**0.7649**	0.1602	-0.0235	0.1852	0.1565	0.1163	0.1271	0.2654
0.7258	0.5588	15.2671	**PC-2**	-0.0213	0.5588	0.2576	0.2917	0.2746	0.3209	0.1604	0.1842	0.1662	**0.7258**	0.1524	0.045	0.2294	0.1376	0.2272	0.2136	0.3295
0.7488	0.5343	15.6246	**PC-3**	0.0045	0.5343	0.3377	0.2237	0.2281	0.2661	0.3301	0.1112	0.0688	**0.7488**	0.1168	-0.0469	0.1713	0.1614	0.1157	0.2535	0.2171
0.7039	0.5297	13.7334	**PC-4**	-0.1175	0.5297	0.2611	0.2168	0.1578	0.2651	0.1497	0.2398	0.1626	**0.7039**	0.1955	0.0202	0.1021	0.1724	0.0935	0.1179	0.2335
0.7533	0.5775	20.9393	**PC-5**	0.0903	0.5775	0.275	0.0594	0.1063	0.1546	0.2112	0.1406	0.2456	**0.7533**	0.0416	-0.1336	0.1888	0.2165	0.2331	0.1882	0.1941
0.7945	0.6504	30.7333	**PC-6**	0.03	0.6504	0.2938	0.1704	0.2035	0.236	0.2176	0.2306	0.2502	**0.7945**	0.0749	-0.0287	0.3221	0.2585	0.2267	0.2608	0.2918
0.8146	0.2614	21.4635	**PEC-1**	-0.1828	0.2439	0.1487	0.0397	0.104	0.079	-0.117	**0.8146**	0.1895	0.2614	0.2199	0.089	0.1398	0.0498	0.0628	0.2214	0.088
0.8863	0.4348	46.9318	**PEC-2**	-0.4717	0.2315	0.188	0.05	0.1747	0.1142	-0.1249	**0.8863**	0.2333	0.1864	0.4348	0.3717	0.0247	-0.0371	0.0129	0.0993	0.0907
0.8978	0.3033	46.059	**PEC-3**	-0.3452	0.2355	0.1909	0.0049	0.1273	0.0179	-0.089	**0.8978**	0.1974	0.1841	0.3033	0.2621	0.1361	0.0939	0.1102	0.2146	0.1448
0.7917	0.1846	12.182	**PL-1**	-0.0422	0.1846	0.0937	0.0571	0.0414	0.0118	-0.033	0.1771	**0.7917**	0.1438	0.0926	-0.0073	0.0842	0.1016	0.0291	0.037	0.0326
0.9529	0.2906	41.6597	**PL-2**	-0.0705	0.2906	0.1956	0.1171	0.099	0.0543	0.026	0.2634	**0.9529**	0.2508	0.2871	0.001	0.1296	0.0989	0.0478	0.0295	0.0664
0.7621	0.2209	8.4485	**PL-3**	-0.1267	0.1773	0.1875	0.1119	0.1352	0.0317	0.0707	0.0884	**0.7621**	0.1964	0.2209	0.1172	0.1703	0.1271	0.1404	0.1099	0.0924
0.913	0.3175	28.1675	**PL-4**	-0.1046	0.286	0.2046	0.1276	0.0889	0.04	0.0477	0.2278	**0.913**	0.2298	0.3175	0.0229	0.0865	0.0891	0.0528	0.0319	0.0544
0.6103	0.7718	5.9021	**RS-1**	-0.579	-0.1018	0.2038	0.0364	0.1012	0.0006	0.0545	0.215	0.0048	-0.0505	**0.6103**	0.7718	-0.0839	-0.083	-0.0672	-0.0584	-0.029
0.4482	0.3564	4.458	**RS-2**	-0.1308	0.3544	0.3564	0.1658	0.0552	0.1249	0.0879	0.2247	0.2603	0.3077	**0.4482**	0.0991	-0.018	0.0417	-0.0239	0.1465	0.0633
0.6044	0.478	7.2942	**RS-3**	-0.3963	-0.0974	0.04	-0.1019	0.056	-0.054	-0.1218	0.2238	0.0176	-0.0874	**0.6044**	0.478	-0.2429	-0.1228	-0.1975	-0.132	-0.1457
0.697	0.4092	8.2924	**RS-4**	-0.4353	-0.002	0.2474	0.0622	0.0902	0.0715	0.1354	0.2548	0.1308	0.0219	**0.697**	0.4092	-0.0441	-0.0503	-0.0438	-0.0141	0.0664
0.6401	0.3261	6.1802	**RS-5**	-0.284	0.3261	0.2509	0.2317	0.2677	0.2529	0.1533	0.2645	0.2771	0.2067	**0.6401**	0.2745	-0.0175	-0.0657	-0.1265	0.0397	0.1919
0.6277	0.2881	5.7051	**RS-6**	-0.312	0.2542	0.1154	0.1549	0.2062	0.1523	0.1097	0.2193	0.2881	0.2164	**0.6277**	0.246	-0.0795	-0.0639	-0.1844	-0.0553	0.1103
0.3664	0.1812	2.2852	**RS-7**	-0.2652	-0.0677	0.1656	0.1	0.1518	0.0877	0.0637	0.0915	0.12	-0.0283	**0.3664**	0.1812	-0.0747	0.049	-0.0021	0.0355	0.1104
0.8966	0.5496	4.4953	**SE-1**	-0.5403	-0.0281	0.256	-0.014	0.0536	-0.013	-0.0021	0.2711	0	-0.0078	0.5496	**0.8966**	-0.1243	-0.1151	-0.1275	-0.0812	-0.0908
0.9259	0.5617	4.5437	**SE-2**	-0.6071	-0.0623	0.1449	-0.0225	0.0404	-0.0159	-0.0175	0.2579	-0.0374	-0.0855	0.5617	**0.9259**	-0.0737	-0.0409	-0.0414	-0.1353	-0.0494
0.8231	0.4811	4.7632	**SE-3**	-0.5183	-0.0098	0.0456	-0.0668	-0.0135	-0.0656	-0.064	0.2432	0.0653	-0.0469	0.4811	**0.8231**	-0.0189	-0.031	-0.0172	-0.0711	-0.0063
0.4439	0.347	1.8623	**SE-4**	-0.2922	-0.0118	0.0158	-0.0009	0.0638	0.0644	0.0635	0.0845	0.0661	0.1178	0.347	**0.4439**	0.0154	0.0318	0.018	0.0317	0.0072
0.1047	0.1095	0.4014	**SE-5**	0.0093	-0.0399	-0.0124	-0.0728	-0.0319	0.064	0.0398	-0.0118	0.0029	0.0792	0.1095	**0.1047**	0.0159	0.0008	-0.0206	0.056	-0.033
0.2374	0.1184	0.9774	**SE-6**	-0.1906	-0.0652	0.0203	-0.0661	-0.0735	0.0206	0.0089	-0.0508	-0.071	-0.0044	0.1184	**0.2374**	0.0214	-0.0373	0.0206	-0.0414	-0.0278
0.8354	0.7444	18.1594	**TA-1**	0.0454	0.2126	0.0831	0.0574	-0.0036	0.1293	0.0686	0.0932	0.0171	0.1654	-0.1932	-0.06	**0.8354**	0.5396	0.7444	0.2702	0.297
0.9412	0.6406	70.5061	**TA-2**	0.1198	0.266	0.0084	0.0475	0.0274	0.1486	0.124	0.1311	0.1384	0.3058	-0.0864	-0.0765	**0.9412**	0.5893	0.6406	0.3341	0.2588
0.8992	0.6683	35.9645	**TA-3**	0.1212	0.2117	0.0452	0.0802	0.0546	0.1836	0.1824	0.0509	0.1507	0.2231	-0.1081	-0.0784	**0.8992**	0.5641	0.6683	0.3174	0.2852
0.7239	0.4602	7.0338	**TB-1**	-0.0122	0.0681	-0.0475	0.0273	-0.1096	0.0318	0.0507	0.0498	0.1212	0.1051	-0.0511	0.0125	0.3848	**0.7239**	0.4602	0.1469	0.1243
0.9217	0.6448	34.1619	**TB-2**	0.1094	0.1451	0.0792	0.056	0.008	0.1456	0.2072	0.0273	0.0994	0.2327	-0.0775	-0.0602	0.5855	**0.9217**	0.6448	0.2788	0.244
0.9003	0.5944	26.6182	**TB-3**	0.0758	0.1402	0.0766	0.0388	0.0091	0.2037	0.162	0.0239	0.0903	0.25	-0.0828	-0.0799	0.5944	**0.9003**	0.5829	0.2416	0.2336
0.8776	0.6621	21.6587	**TI-1**	0.0056	0.1535	0.055	0.0885	0.0712	0.1768	0.1963	0.0433	0.0541	0.2037	-0.1051	0.0055	0.601	0.6621	**0.8776**	0.301	0.3498
0.9046	0.7022	30.2568	**TI-2**	0.0723	0.1558	0.127	0.0929	0.0323	0.162	0.198	0.0291	0.0272	0.1736	-0.1319	-0.0319	0.7022	0.623	**0.9046**	0.301	0.3209
0.8867	0.7007	25.0414	**TI-3**	0.1062	0.208	0.0696	0.1126	0.0534	0.1504	0.1648	0.0738	0.0691	0.2534	-0.1854	-0.1434	0.7007	0.5643	**0.8867**	0.3568	0.3629
0.8592	0.6447	17.3864	**TI-4**	0.0708	0.1343	0.0826	0.1318	0.0421	0.1723	0.1401	0.1301	0.0989	0.1403	-0.1445	-0.0352	0.6447	0.5263	**0.8592**	0.2816	0.3202
0.8622	0.6257	21.3475	**TI-5**	0.0281	0.1698	0.0984	0.1436	0.1085	0.1995	0.2112	0.0316	0.0339	0.1936	-0.1621	-0.066	0.6257	0.548	**0.8622**	0.3325	0.328
0.8303	0.3073	21.0264	**TU-1**	0.0269	0.2413	0.2835	0.1898	0.2185	0.2031	0.1515	0.1846	0.0389	0.2112	0.0164	-0.0483	0.2771	0.2369	0.3073	**0.8303**	0.2755
0.8382	0.3261	19.9181	**TU-2**	-0.0223	0.2507	0.2767	0.2574	0.3261	0.3217	0.26	0.1771	0.0163	0.2535	0.0795	-0.0528	0.1866	0.1141	0.1827	**0.8382**	0.3226
0.7685	0.3345	12.9355	**TU-3**	0.1222	0.1323	0.1038	0.1284	0.1438	0.1805	0.1588	0.1308	0.0591	0.1846	-0.071	-0.0935	0.3137	0.2728	0.3345	**0.7685**	0.2551
0.7508	0.3871	9.1109	**TU-4**	0.1756	0.1383	0.1998	0.1702	0.1916	0.2375	0.1626	0.1229	0.0448	0.1689	-0.1112	-0.1438	0.3809	0.2952	0.3871	**0.7508**	0.3686
0.8844	0.6518	31.8084	**WE-1**	0.029	0.3488	0.3375	0.5166	0.4417	0.6518	0.421	0.1258	0.0797	0.3469	0.1048	0.0058	0.2901	0.2262	0.3547	0.3529	**0.8844**
0.9214	0.6245	39.4155	**WE-2**	-0.0023	0.2506	0.2462	0.563	0.4875	0.6245	0.3727	0.122	0.0414	0.2819	0.0882	-0.0786	0.2297	0.1978	0.303	0.3263	**0.9214**
0.9088	0.5793	36.0315	**WE-3**	-0.0583	0.2585	0.2569	0.5793	0.4204	0.5731	0.3214	0.0848	0.0527	0.2908	0.0391	-0.0784	0.3062	0.249	0.386	0.3477	**0.9088**

Table 50 Confirmatory analysis commenting: AVE, composite reliability

	AVE	Composite Reliability
AX	0.7537	0.9244
BI	0.899	0.9639
CR	0.754	0.9017
EN	0.9106	0.9683
IR	0.8002	0.9411
MO	0.6475	0.8384
OF	0.81	0.9444
PEOU	0.7517	0.9007
PL	0.7373	0.9176
PU	0.5611	0.8845
RS	0.3375	0.7748
SE	0.4338	0.7761
TA	0.7974	0.9218
TB	0.728	0.8882
TI	0.7713	0.944
TU	0.6365	0.8748
WE	0.819	0.9314

Table 51 Confirmatory analysis commenting: Fornell/Larcker criterion

LV correlations																	
	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE
AX	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BI	0.0043	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CR	-0.1369	0.3641	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EN	-0.0723	0.229	0.35	1	0	0	0	0	0	0	0	0	0	0	0	0	0
IR	-0.1134	0.2579	0.311	0.5204	1	0	0	0	0	0	0	0	0	0	0	0	0
MO	-0.0456	0.313	0.3656	0.6669	0.443	1	0	0	0	0	0	0	0	0	0	0	0
OF	0.0296	0.1535	0.2787	0.2994	0.2391	0.4538	1	0	0	0	0	0	0	0	0	0	0
PEOU	-0.4026	0.2715	0.2046	0.0373	0.1605	0.084	-0.1276	1	0	0	0	0	0	0	0	0	0
PL	-0.0916	0.2852	0.197	0.1199	0.0984	0.0425	0.0272	0.2407	1	0	0	0	0	0	0	0	0
PU	-0.008	0.7642	0.3793	0.2642	0.2876	0.3363	0.2678	0.2373	0.2419	1	0	0	0	0	0	0	0
RS	-0.5888	0.1934	0.3419	0.1609	0.2254	0.1611	0.1233	0.382	0.2759	0.1625	1	0	0	0	0	0	0
SE	-0.629	-0.033	0.1675	-0.0307	0.0441	-0.0283	-0.023	0.296	0.0218	-0.0372	0.6129	1	0	0	0	0	0
TA	0.1136	0.2613	0.0421	0.0669	0.0319	0.172	0.1436	0.1067	0.1257	0.2723	-0.1317	-0.0811	1	0	0	0	0
TB	0.0836	0.1473	0.0632	0.0497	-0.0144	0.1709	0.1824	0.0341	0.1134	0.2476	-0.0855	-0.0633	0.6308	1	0	0	0
TI	0.066	0.1919	0.0961	0.1285	0.0714	0.1946	0.2083	0.0672	0.0633	0.2276	-0.1686	-0.0689	0.747	0.6674	1	0	0
TU	0.0796	0.2472	0.2786	0.2403	0.286	0.3014	0.2356	0.1962	0.047	0.2612	-0.0126	-0.0992	0.3474	0.2729	0.3631	1	0
WE	-0.0091	0.3211	0.3144	0.6095	0.497	0.6846	0.4147	0.1236	0.0658	0.3423	0.0873	-0.0517	0.3063	0.2487	0.386	0.3797	1
squared LV correlations, AVE (in diagonal, bold)																	
	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE
AX	**0.7537**	0.0000	0.0187	0.0052	0.0129	0.0021	0.0009	0.1621	0.0084	0.0001	0.3467	0.3956	0.0129	0.0070	0.0044	0.0063	0.0001
BI	0.0000	**0.8990**	0.1326	0.0524	0.0665	0.0980	0.0236	0.0737	0.0813	0.5840	0.0374	0.0011	0.0683	0.0217	0.0368	0.0611	0.1031
CR	0.0187	0.1326	**0.7540**	0.1225	0.0967	0.1337	0.0777	0.0419	0.0388	0.1439	0.1169	0.0281	0.0018	0.0040	0.0092	0.0776	0.0988
EN	0.0052	0.0524	0.1225	**0.9106**	0.2708	0.4448	0.0896	0.0014	0.0144	0.0698	0.0259	0.0009	0.0045	0.0025	0.0165	0.0577	0.3715
IR	0.0129	0.0665	0.0967	0.2708	**0.8002**	0.1962	0.0572	0.0258	0.0097	0.0827	0.0508	0.0019	0.0010	0.0002	0.0051	0.0818	0.2470
MO	0.0021	0.0980	0.1337	0.4448	0.1962	**0.6475**	0.2059	0.0071	0.0018	0.1131	0.0260	0.0008	0.0296	0.0292	0.0379	0.0908	0.4687
OF	0.0009	0.0236	0.0777	0.0896	0.0572	0.2059	**0.8100**	0.0163	0.0007	0.0717	0.0152	0.0005	0.0206	0.0333	0.0434	0.0555	0.1720
PEOU	0.1621	0.0737	0.0419	0.0014	0.0258	0.0071	0.0163	**0.7517**	0.0579	0.0563	0.1459	0.0876	0.0114	0.0012	0.0045	0.0385	0.0153
PL	0.0084	0.0813	0.0388	0.0144	0.0097	0.0018	0.0007	0.0579	**0.7373**	0.0585	0.0761	0.0005	0.0158	0.0129	0.0040	0.0022	0.0043
PU	0.0001	0.5840	0.1439	0.0698	0.0827	0.1131	0.0717	0.0563	0.0585	**0.5611**	0.0264	0.0014	0.0741	0.0613	0.0518	0.0682	0.1172
RS	0.3467	0.0374	0.1169	0.0259	0.0508	0.0260	0.0152	0.1459	0.0761	0.0264	**0.3375**	0.3756	0.0173	0.0073	0.0284	0.0002	0.0076
SE	0.3956	0.0011	0.0281	0.0009	0.0019	0.0008	0.0005	0.0876	0.0005	0.0014	0.3756	**0.4338**	0.0066	0.0040	0.0047	0.0098	0.0027
TA	0.0129	0.0683	0.0018	0.0045	0.0010	0.0296	0.0206	0.0114	0.0158	0.0741	0.0173	0.0066	**0.7974**	0.3979	0.5580	0.1207	0.0938
TB	0.0070	0.0217	0.0040	0.0025	0.0002	0.0292	0.0333	0.0012	0.0129	0.0613	0.0073	0.0040	0.3979	**0.7280**	0.4454	0.0745	0.0619
TI	0.0044	0.0368	0.0092	0.0165	0.0051	0.0379	0.0434	0.0045	0.0040	0.0518	0.0284	0.0047	0.5580	0.4454	**0.7713**	0.1318	0.1490
TU	0.0063	0.0611	0.0776	0.0577	0.0818	0.0908	0.0555	0.0385	0.0022	0.0682	0.0002	0.0098	0.1207	0.0745	0.1318	**0.6365**	0.1442
WE	0.0001	0.1031	0.0988	0.3715	0.2470	0.4687	0.1720	0.0153	0.0043	0.1172	0.0076	0.0027	0.0938	0.0619	0.1490	0.1442	**0.8190**
max	0.7537	0.8990	0.7540	0.9106	0.8002	0.6475	0.8100	0.7517	0.7373	0.5840	0.3756	0.4338	0.7974	0.7280	0.7713	0.6365	0.8190

Table 52 Confirmatory analysis commenting: significance of paths

relationship	T value	significance
AX -> PEOU	2.8761	$p \leq 0.01$
CR -> PU	2.894	$p \leq 0.01$
EN -> PU	0.0804	insignificant
IR -> PU	1.3104	insignificant
MO -> PU	0.7081	insignificant
OF -> PU	1.5459	insignificant
PEOU -> BI	1.9889	$p \leq 0.05$
PEOU -> PU	2.4314	$p \leq 0.05$
PL -> PEOU	3.1327	$p \leq 0.01$
PU -> BI	23.0087	$p \leq 0.001$
RS -> PEOU	1.6322	insignificant
SE -> PEOU	0.1996	insignificant
TA -> PU	1.8352	insignificant
TB -> PU	1.5356	insignificant
TI -> PU	0.8923	insignificant
TU -> PU	0.0314	insignificant
WE -> PU	0.3805	insignificant

Table 53 Confirmatory analysis commenting: Q^2

	Q^2
PEOU	0.1549
PU	0.1633
BI	0.53

10.4.3 Blogging leisure-blogs

In this section the confirmatory PLS analysis for the blogging behaviour is presented. *Figure 8* shows the tested model.

All validation criteria introduced in *section 10.3.4* were applied:

- Indicator (cross-)loadings: see *Table 56*
- Composite reliability ρ_c and average variance extracted AVE: see *Table 57*
- Fornell/Larcker criterion: see *Table 58*
- Significance of indicator loadings: see *Table 56*
- Significance of hypothesized relationships: see *Table 59*
- R^2: see *Table 55*
- f^2: see *Table 54*
- Q^2: see *Table 60*

The confirmatory analysis of the hypothesized relationships for the blogging behaviour revealed a PLS path model of insufficient validity, which means that the integrated system of hypothesized relationships could not be confirmed – neither the complete system nor a single hypothesis.

Table 54 Confirmatory analysis blogging: overview relationships

	exogenous LV		endogenous LV			relationship			
number of hypothesis	LV name	LV abbr.	LV name	LV abbr.	hypoth. kind of relation	path coeff.	path significance	effect size f^2	effect category
1	perceived ease of use	PEOU, PE	perceived usefulness	PU, P	positive	0.102	insignificant	0.017	-
2	perceived ease of use	PEOU, PE	behavioral intention	BI	positive	0.126	$p \leq 0.01$	0.045	small
3	perceived usefulness	PU, P	behavioral intention	BI	positive	0.778	$p \leq 0.001$	1.712	large
4	C/I self efficacy	SE	perceived ease of use	PEOU, PE	positive	0.196	$p \leq 0.01$	0.038	small
5	perceived resources	RS	perceived ease of use	PEOU, PE	positive	0.457	$p \leq 0.001$	0.190	medium
6	C/I anxienty	AX	perceived ease of use	PEOU, PE	negative	-0.129	$p \leq 0.05$	0.019	small
7	C/I playfulness	PL	perceived ease of use	PEOU, PE	positive	0.093	insignificant	0.017	-
8a	trust in kown others - benevolence	TB	perceived usefulness	PU, P	positive	0.114	insignificant	0.013	-
8b	trust in kown others - integrity	TI	perceived usefulness	PU, P	positive	-0.244	$p \leq 0.05$	0.042	small
8c	trust in kown others - ability	TA	perceived usefulness	PU, P	positive	0.221	$p \leq 0.05$	0.035	small
9	trust in unknown others	TU	perceived usefulness	PU, P	positive	0.128	$p \leq 0.05$	0.023	small
10	expected intrinsic rewards	IR	perceived usefulness	PU, P	positive	0.104	insignificant	0.013	-
11	expected enjoyment in helping	EN	perceived usefulness	PU, P	positive	0.117	insignificant	0.012	-
12	value of community welfare	WE	perceived usefulness	PU, P	positive	0.057	insignificant	0.002	-
13	perceived moral obligation	MO	perceived usefulness	PU, P	positive	-0.186	$p \leq 0.05$	0.025	small
14	cross-posting intentions	CR	perceived usefulness	PU, P	positive	0.530	$p \leq 0.001$	0.392	large
15	experienced and/or anticipated offline interactions	OF	perceived usefulness	PU, P	positive	0.039	insignificant	0.002	-

Table 55 Confirmatory analysis blogging: overview latent variables

LV	LV name	LV category	smallest indicator loading	largest indicator cross-loading	AVE	composite reliability	Fornell/ Larcker criterion	R^2
AX	C/I anxienty	exogenous	0.8305	0.1831	0.7539	0.9245	fulfilled	
BI	behavioral intention	endogenous	0.8974	0.7541	0.8953	0.9716	fulfilled	0.667
CR	cross-posting intentions	exogenous	0.8361	0.6176	0.7516	0.9007	fulfilled	
EN	expected enjoyment in helping	exogenous	0.9498	0.6274	0.9119	0.9688	fulfilled	
IR	expected intrinsic rewards	exogenous	0.8551	0.5425	0.8039	0.9425	fulfilled	
MO	perceived moral obligation	exogenous	**0.56**	**0.6665**	0.6526	0.8439	fulfilled	
OF	experienced and/or anticipated offline interactions	exogenous	0.7507	0.4311	0.7959	0.9393	fulfilled	
PEOU	perceived ease of use	mediating	0.8716	0.575	0.8063	0.9615	fulfilled	0.522
PL	C/I playfulness	exogenous	**0.697**	0.3766	0.7304	0.9145	fulfilled	
PU	perceived usefulness	mediating	**0.6802**	**0.7804**	0.6986	0.9325	fulfilled	0.48
RS	perceived resources	exogenous	**0.3459**	**0.6812**	**0.3326**	0.7627	**not fulfilled**	
SE	C/I self efficacy	exogenous	**0.3167**	**0.7526**	**0.4773**	0.8319	fulfilled	
TA	trust in kown others - ability	exogenous	0.8402	0.7038	0.7982	0.9221	fulfilled	
TB	trust in kown others - benevolence	exogenous	**0.4026**	**0.6361**	0.5853	0.7928	fulfilled	
TI	trust in kown others - integrity	exogenous	0.8377	0.7547	0.7666	0.9425	fulfilled	
TU	trust in unknown others	exogenous	0.7502	0.3589	0.6369	0.875	fulfilled	
WE	value of community welfare	exogenous	0.8946	0.6452	0.816	0.9301	fulfilled	

Figure 8 Confirmatory analysis blogging: model diagram

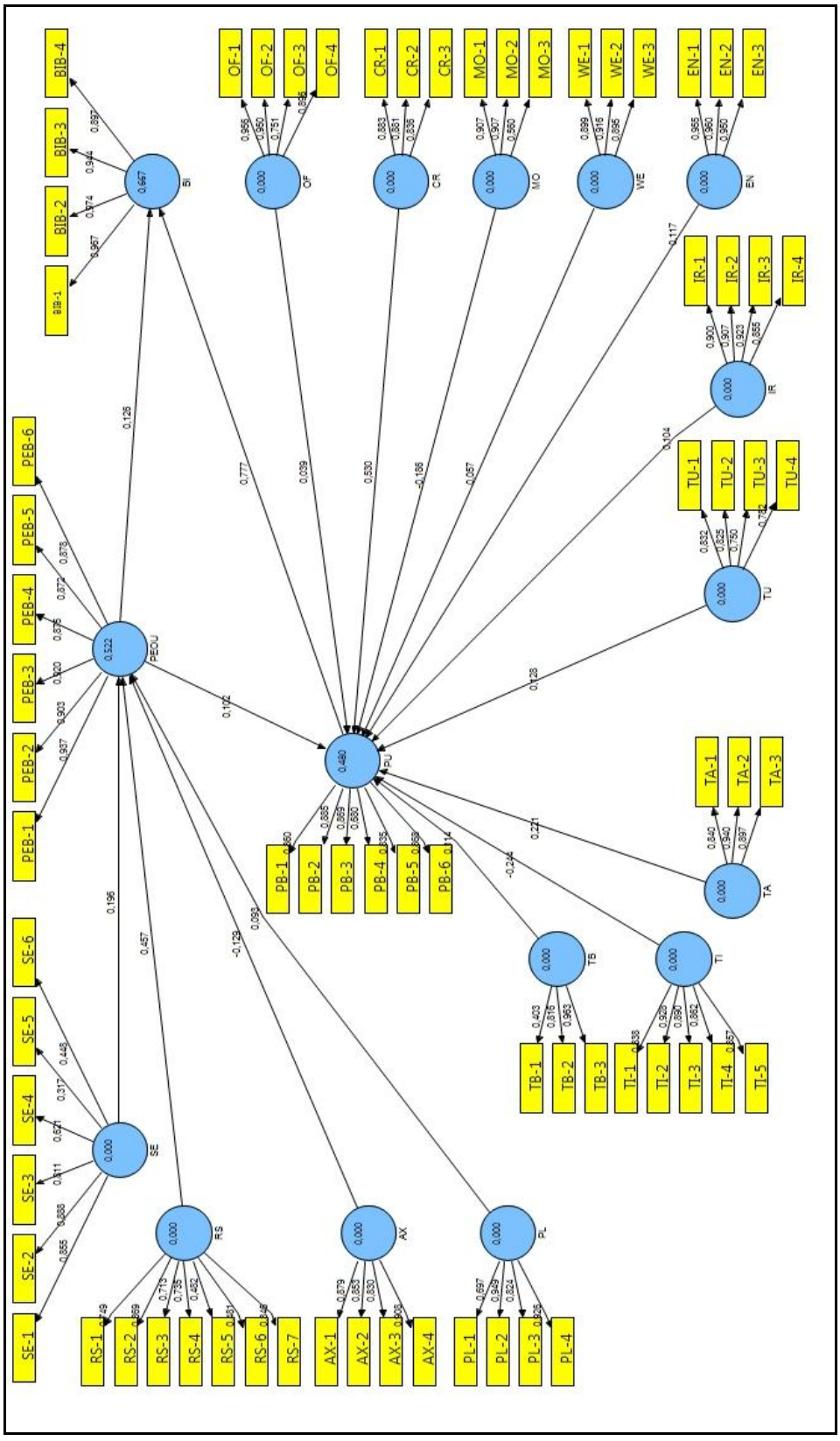


Table 56 Confirmatory analysis blogging: indicator (cross-) loadings

minimum loading assigned LV	maximum cross-loading		lowest indicator loading for LV	0.8305	0.8974	0.8361	0.9498	0.8551	0.56	0.7507	0.8716	0.697	0.6802	0.3459	0.3167	0.8402	0.4026	0.8377	0.7502	0.8946
0.3167	0.7804		highest indicator cross-loading for LV	0.1831	0.7541	0.6176	0.6274	0.5425	0.6665	0.4311	0.575	0.3766	0.7804	0.6812	0.7526	0.7038	0.6361	0.7547	0.3589	0.6452
loading assigned LV	**max loading other LVs**	**T-value**	**indicator**	**AX**	**BI**	**CR**	**EN**	**IR**	**MO**	**OF**	**PEOU**	**PL**	**PU**	**RS**	**SE**	**TA**	**TB**	**TI**	**TU**	**WE**
0.8793	0.0968	31.6975	**AX-1**	**0.8793**	-0.1821	-0.2393	-0.1275	-0.1857	-0.1013	-0.0004	-0.5547	-0.0889	-0.1086	-0.6113	-0.5915	0.0887	0.0968	0.059	0.0172	-0.0746
0.8528	0.068	21.0292	**AX-2**	**0.8528**	-0.0515	-0.0549	-0.051	-0.0575	-0.0696	0.0127	-0.3756	-0.114	-0.0036	-0.4729	-0.4055	0.068	0.0672	0.0086	0.061	-0.0073
0.8305	0.0948	18.1535	**AX-3**	**0.8305**	-0.0792	-0.0695	-0.0672	-0.1121	-0.0569	-0.0174	-0.4162	-0.1229	-0.0113	-0.4664	-0.4842	0.093	0.0948	0.0819	0.0631	0.0313
0.9084	0.1795	62.8637	**AX-4**	**0.9084**	-0.0376	-0.0652	0.0185	-0.0234	0.057	0.0958	-0.5103	-0.0453	0.0432	-0.5941	-0.6143	0.1451	0.115	0.1136	0.1795	0.0621
0.9673	0.7804	197.4426	**BIB-1**	-0.1355	**0.9673**	0.5687	0.2241	0.2635	0.2057	0.12	0.3335	0.232	0.7804	0.2631	0.0738	0.019	0.0528	-0.042	0.267	0.1801
0.9743	0.7802	251.2568	**BIB-2**	-0.0867	**0.9743**	0.6098	0.2306	0.2649	0.2273	0.1304	0.2991	0.2285	0.7802	0.2432	0.0394	0.0396	0.0807	0.0043	0.2984	0.2169
0.9439	0.7514	52.8309	**BIB-3**	-0.1106	**0.9439**	0.5434	0.2242	0.2718	0.2546	0.1219	0.2883	0.241	0.7514	0.2124	0.0166	0.0517	0.117	0.0107	0.3537	0.2169
0.8974	0.7432	34.7158	**BIB-4**	-0.0694	**0.8974**	0.5762	0.2324	0.2214	0.2325	0.1282	0.2549	0.2446	0.7432	0.2027	0.002	0.0312	0.0729	-0.0204	0.3305	0.2148
0.8828	0.5475	34.3139	**CR-1**	-0.093	0.5475	**0.8828**	0.2269	0.2369	0.2963	0.2642	0.2114	0.2366	0.5369	0.2435	0.0969	0.0436	0.1275	0.0926	0.214	0.2775
0.8812	0.4697	31.9421	**CR-2**	-0.1167	0.4421	**0.8812**	0.29	0.3011	0.3374	0.2394	0.1921	0.1945	0.4697	0.2719	0.1424	0.0342	0.0387	0.0995	0.2241	0.2719
0.8361	0.5937	31.1056	**CR-3**	-0.1344	0.571	**0.8361**	0.3971	0.2696	0.3251	0.2608	0.2185	0.1213	0.5937	0.2705	0.1655	0.0337	0.1069	0.0815	0.298	0.2784
0.9555	0.5847	89.9395	**EN-1**	-0.0725	0.2183	0.3437	**0.9555**	0.5425	0.5847	0.2521	-0.0079	0.0827	0.281	0.0946	-0.0352	0.0628	-0.007	0.1262	0.257	0.564
0.9595	0.6267	87.7414	**EN-2**	-0.0575	0.2002	0.3366	**0.9595**	0.4755	0.6267	0.3174	-0.0347	0.0854	0.2642	0.0797	-0.0346	0.0663	0.022	0.1336	0.2059	0.5875
0.9498	0.6665	90.7497	**EN-3**	-0.0619	0.2646	0.341	**0.9498**	0.4814	0.6665	0.2947	0.0223	0.1787	0.3169	0.1043	-0.0434	0.0628	0.0975	0.113	0.2285	0.5843
0.9	0.4092	42.2144	**IR-1**	-0.1523	0.2331	0.2313	0.4092	**0.9**	0.3947	0.2146	0.1213	0.1001	0.3202	0.1266	0.0335	0.0579	0.0579	0.1049	0.2768	0.3936
0.9068	0.5286	48.9285	**IR-2**	-0.0648	0.2511	0.3098	0.5216	**0.9068**	0.4316	0.2873	0.1261	0.096	0.2963	0.16	-0.0031	0.0509	0.0653	0.1128	0.2876	0.5286
0.9231	0.4551	65.8933	**IR-3**	-0.0829	0.2436	0.2855	0.4551	**0.9231**	0.3649	0.1829	0.124	0.1139	0.2972	0.1871	0.044	0.034	0.0401	0.0323	0.235	0.4482
0.8551	0.498	29.9797	**IR-4**	-0.1023	0.2424	0.2888	0.498	**0.8551**	0.3782	0.1814	0.2135	0.1027	0.2794	0.219	0.0769	-0.0757	-0.0845	-0.089	0.2014	0.3794
0.9065	0.6452	9.9874	**MO-1**	-0.0257	0.2615	0.3402	0.612	0.4087	**0.9065**	0.4047	0.0562	0.0472	0.2551	0.0492	-0.0176	0.105	0.1569	0.181	0.2723	0.6452
0.9069	0.6274	10.5133	**MO-2**	-0.0162	0.2047	0.3338	0.6274	0.4123	**0.9069**	0.4255	0.0123	0.0554	0.2013	0.0612	-0.0441	0.1699	0.2195	0.1867	0.2765	0.6255
0.56	0.3565	3.2884	**MO-3**	-0.1077	0.0745	0.1956	0.283	0.1947	**0.56**	0.2601	0.0925	-0.0313	0.1218	0.2647	0.133	0.1782	0.1264	0.0507	0.1777	0.3565
0.9559	0.4522	14.8767	**OF-1**	0.027	0.192	0.2889	0.319	0.2753	0.4391	**0.9559**	-0.0126	0.0648	0.2612	0.0844	-0.054	0.1353	0.1745	0.1839	0.2392	0.4522
0.9504	0.4249	14.1227	**OF-2**	0.0278	0.0955	0.2981	0.2397	0.2007	0.4249	**0.9504**	-0.0227	0.0366	0.2057	0.1023	-0.0043	0.1381	0.2136	0.1799	0.2312	0.3821
0.7507	0.3203	6.328	**OF-3**	0.0625	-0.0812	0.1247	0.1957	0.1057	0.3203	**0.7507**	-0.0075	0.0148	0.0244	0.0556	0.026	0.0869	0.137	0.1676	0.0815	0.2231
0.8961	0.4217	12.2381	**OF-4**	0.0199	0.0832	0.2496	0.2825	0.1973	0.4217	**0.8961**	-0.0099	0.0332	0.1866	0.053	0.0241	0.1396	0.1924	0.2076	0.2362	0.3836
0.8601	0.7541	43.4235	**PB-1**	-0.0722	0.7541	0.5408	0.2956	0.3217	0.2286	0.149	0.2204	0.2047	**0.8601**	0.1796	0.0018	0.0584	0.092	-0.0134	0.2278	0.2219
0.8849	0.7149	47.4441	**PB-2**	-0.0524	0.7149	0.6176	0.3271	0.321	0.2639	0.1963	0.2109	0.2305	**0.8849**	0.1965	0.0923	0.1317	0.1385	0.0641	0.2322	0.2489
0.8689	0.695	44.8612	**PB-3**	0.0184	0.695	0.5246	0.2273	0.264	0.1558	0.2441	0.2074	0.3128	**0.8689**	0.1597	0.0012	0.1445	0.1546	0.0823	0.3233	0.2541
0.6802	0.44	14.6047	**PB-4**	-0.0108	0.44	0.3486	0.2592	0.2498	0.1868	0.1711	0.1484	0.2339	**0.6802**	0.1205	0.0199	0.1782	0.1675	0.0836	0.2001	0.2634
0.8352	0.667	35.1521	**PB-5**	0.0321	0.667	0.47	0.1555	0.2079	0.1892	0.1846	0.1501	0.3303	**0.8352**	0.0447	-0.0391	0.2232	0.2015	0.162	0.3481	0.194
0.8681	0.725	50.3577	**PB-6**	-0.041	0.725	0.5748	0.2542	0.3001	0.2251	0.2168	0.2441	0.3766	**0.8681**	0.2051	0.0093	0.1354	0.1513	0.1054	0.3289	0.2644
0.9372	0.6733	91.4701	**PEB-1**	-0.5105	0.4021	0.3166	0.0507	0.177	0.0929	-0.0167	**0.9372**	0.214	0.3143	0.6733	0.566	-0.0833	-0.1186	-0.1403	0.0213	0.0158
0.9031	0.5819	28.377	**PEB-2**	-0.4543	0.2881	0.2187	0.0044	0.1831	0.1431	0.0439	**0.9031**	0.1906	0.196	0.5819	0.4983	-0.1066	-0.1108	-0.1236	0.0113	0.0079
0.9203	0.6812	62.0867	**PEB-3**	-0.51	0.2946	0.2461	0.0617	0.1544	0.0803	0.027	**0.9203**	0.1656	0.2414	0.6812	0.5618	-0.0798	-0.1286	-0.147	-0.0319	-0.0147
0.8753	0.5979	42.626	**PEB-4**	-0.4804	0.2665	0.1699	-0.0692	0.1085	-0.0292	-0.0583	**0.8753**	0.1753	0.2075	0.5979	0.555	-0.1373	-0.1145	-0.2344	-0.0836	-0.1535
0.8716	0.5897	34.2477	**PEB-5**	-0.5541	0.1857	0.1465	-0.0756	0.108	-0.0255	-0.0795	**0.8716**	0.24	0.128	0.5897	0.5033	-0.0081	-0.0865	-0.0661	0.0194	-0.081
0.8779	0.587	36.9252	**PEB-6**	-0.4283	0.2056	0.1719	-0.0242	0.1305	0.0382	-0.008	**0.8779**	0.18	0.1676	0.587	0.4787	0.0213	-0.0037	-0.0775	0.0222	-0.0127
0.697	0.2655	5.3452	**PL-1**	-0.0383	0.1511	0.0962	0.0539	0.0463	0.0019	-0.0251	0.0397	**0.697**	0.2655	0.0418	-0.038	0.0835	0.0616	0.0251	0.0304	0.0364
0.9486	0.3168	11.0971	**PL-2**	-0.068	0.2343	0.1923	0.1128	0.1025	0.047	0.029	0.2268	**0.9486**	0.3168	0.1983	-0.0007	0.1281	0.0742	0.0444	0.0305	0.0674
0.8236	0.2918	8.8318	**PL-3**	-0.1257	0.1947	0.1855	0.1097	0.1344	0.0329	0.0696	0.1649	**0.8236**	0.2918	0.1816	0.1139	0.1693	0.0962	0.1418	0.1102	0.0916
0.9261	0.2959	10.3242	**PL-4**	-0.1015	0.2473	0.2011	0.1216	0.0886	0.0326	0.0532	0.2068	**0.9261**	0.2959	0.2423	0.0223	0.0848	0.0726	0.0519	0.0356	0.054
0.7486	0.7526	14.737	**RS-1**	-0.5834	0.0764	0.2041	0.036	0.1058	0.0186	0.0552	0.5728	0.0294	0.0223	**0.7486**	0.7526	-0.0845	-0.0893	-0.0687	-0.0626	-0.027
0.3691	0.5259	4.2501	**RS-2**	-0.1286	0.5259	0.3612	0.1621	0.0518	0.1338	0.1008	0.2711	0.2502	0.4889	**0.3691**	0.0957	-0.0189	0.034	-0.0158	0.1488	0.0659
0.7127	0.5493	16.6393	**RS-3**	-0.3986	0.0076	0.0384	-0.1023	0.063	-0.0449	-0.1291	0.5493	0.0288	-0.0716	**0.7127**	0.4649	-0.2434	-0.131	-0.202	-0.1473	-0.145
0.7346	0.4736	15.6018	**RS-4**	-0.4332	0.1469	0.2509	0.0624	0.0894	0.0818	0.1343	0.4736	0.1609	0.1142	**0.7346**	0.4098	-0.0452	-0.0547	-0.0414	-0.0182	0.0663
0.4822	0.2936	4.9799	**RS-5**	-0.2833	0.2792	0.2474	0.2325	0.2781	0.2698	0.1589	0.286	0.2933	0.2936	**0.4822**	0.2645	-0.0178	-0.0432	-0.1345	0.0407	0.1965
0.4814	0.3047	4.598	**RS-6**	-0.3119	0.1112	0.116	0.1563	0.2098	0.1544	0.12	0.237	0.3047	0.1224	**0.4814**	0.2487	-0.0809	-0.063	-0.1882	-0.0561	0.1117
0.3459	0.1685	2.8104	**RS-7**	-0.2604	0.1251	0.1663	0.0991	0.1517	0.0872	0.0767	0.1167	0.1197	0.1243	**0.3459**	0.1685	-0.075	0.0522	-0.003	0.0324	0.1092
0.8546	0.6288	26.807	**SE-1**	-0.5446	0.1098	0.2592	-0.0135	0.0614	-0.008	-0.0091	0.555	0.0147	0.07	0.6288	**0.8546**	-0.124	-0.1072	-0.1333	-0.0851	-0.0888
0.8884	0.6591	35.8387	**SE-2**	-0.6109	0.0617	0.1477	-0.0231	0.0518	0.005	-0.0221	0.575	-0.0233	0.0152	0.6591	**0.8884**	-0.0733	-0.0621	-0.0425	-0.1414	-0.0448
0.8111	0.5238	21.113	**SE-3**	-0.5236	-0.0239	0.045	-0.0676	-0.012	-0.0452	-0.0683	0.4409	0.0895	-0.0207	0.5238	**0.8111**	-0.0191	-0.0893	-0.0202	-0.0717	-0.0035
0.621	0.3672	6.4529	**SE-4**	-0.2932	-0.0574	0.0164	0.0018	0.0664	0.0741	0.0598	0.3147	0.0977	0.0116	0.3672	**0.621**	0.0161	-0.0158	0.0173	0.0345	0.0094
0.3167	0.1097	2.9006	**SE-5**	0.012	-0.0473	-0.0157	-0.0711	-0.0349	0.0574	0.0349	0.0977	0.0133	-0.053	0.1097	**0.3167**	0.016	-0.0387	-0.0235	0.0639	-0.0295
0.4475	0.1446	4.0638	**SE-6**	-0.1919	-0.0487	0.0183	-0.0649	-0.075	0.018	0.0019	0.1173	-0.0374	-0.0656	0.1446	**0.4475**	0.0228	-0.069	0.0184	-0.0362	-0.0265
0.8402	0.7547	5.5186	**TA-1**	0.048	0.0069	0.0834	0.0592	-0.0147	0.1327	0.0691	-0.116	0.0226	0.1075	-0.2032	-0.033	**0.8402**	0.5108	0.7547	0.2786	0.2967
0.94	0.6473	8.0936	**TA-2**	0.1232	0.0535	0.0103	0.0472	0.0198	0.1486	0.1267	-0.0322	0.1543	0.1877	-0.1194	-0.0697	**0.94**	0.593	0.6473	0.3411	0.2569
0.8972	0.6735	6.5736	**TA-3**	0.1235	0.0271	0.0427	0.0792	0.0447	0.1804	0.187	-0.0807	0.1594	0.1361	-0.1172	-0.0718	**0.8972**	0.5456	0.6735	0.3225	0.2861
0.4026	0.4505	1.1755	**TB-1**	-0.0108	-0.1027	-0.0485	0.0259	-0.1142	0.0257	0.041	-0.0341	0.117	-0.05	-0.0522	0.0253	0.3852	**0.4026**	0.4505	0.1465	0.1199
0.8164	0.6397	3.5362	**TB-2**	0.1105	0.0279	0.0822	0.052	-0.0016	0.1373	0.2025	-0.137	0.1029	0.0866	-0.0915	-0.0521	0.5859	**0.8164**	0.6397	0.2866	0.2442
0.9631	0.5942	3.2035	**TB-3**	0.0775	0.0621	0.0796	0.0341	-0.0029	0.1981	0.1652	-0.0743	0.0931	0.1636	-0.0987	-0.0834	0.5942	**0.9631**	0.5662	0.2451	0.2332
0.8377	0.6361	3.7957	**TI-1**	0.0082	-0.0615	0.0503	0.0872	0.0517	0.1769	0.1867	-0.1379	0.0694	0.0307	-0.0925	0.0067	0.6023	0.6361	**0.8377**	0.3091	0.3493
0.9277	0.7038	5.2871	**TI-2**	0.0751	0.0012	0.1269	0.0931	0.0147	0.1585	0.1935	-0.109	0.0501	0.1083	-0.12	-0.0286	0.7038	0.5845	**0.9277**	0.3082	0.3187
0.8903	0.702	4.9356	**TI-3**	0.1097	-0.0068	0.0684	0.114	0.0415	0.1466	0.1679	-0.164	0.0766	0.093	-0.1813	-0.1307	0.702	0.5157	**0.8903**	0.3589	0.3605
0.862	0.647	4.3271	**TI-4**	0.0742	-0.0094	0.0824	0.1316	0.0296	0.1706	0.136	-0.1065	0.1163	0.0633	-0.1344	-0.0354	0.647	0.5015	**0.862**	0.2865	0.3193
0.8574	0.6275	4.5128	**TI-5**	0.0335	-0.0159	0.0996	0.1454	0.0957	0.1903	0.2092	-0.143	0.0514	0.0707	-0.174	-0.0441	0.6275	0.4662	**0.8574**	0.3423	0.3284
0.8322	0.2992	27.4787	**TU-1**	0.0326	0.2992	0.2829	0.1925	0.2189	0.2037	0.1672	0.0063	0.0251	0.2723	-0.0195	-0.04	0.2771	0.2165	0.298	**0.8322**	0.2753
0.8245	0.3316	18.8418	**TU-2**	-0.0176	0.3316	0.2817	0.2572	0.3259	0.3215	0.2746	0.0771	0.0306	0.3035	0.0437	-0.0357	0.186	0.1316	0.1825	**0.8245**	0.3234
0.7502	0.3339	12.8883	**TU-3**	0.1262	0.1483	0.108	0.1287	0.1368	0.1821	0.1547	-0.0362	0.0646	0.1945	-0.0629	-0.1085	0.3134	0.2556	0.3339	**0.7502**	0.2563
0.7824	0.3837	15.1729	**TU-4**	0.1831	0.236	0.2065	0.1711	0.1803	0.2425	0.1759	-0.0919	0.0761	0.27	-0.1482	-0.122	0.381	0.3044	0.3837	**0.7824**	0.3674
0.8991	0.662	34.5598	**WE-1**	0.0342	0.2263	0.3371	0.5147	0.4321	0.662	0.4311	-0.0143	0.077	0.3114	0.0482	0.0067	0.2908	0.2439	0.346	0.3566	**0.8991**
0.9162	0.6271	28.22	**WE-2**	0.003	0.1924	0.2491	0.5621	0.4798	0.6271	0.3869	-0.0276	0.0541	0.2313	0.0336	-0.0774	0.2299	0.2197	0.2955	0.333	**0.9162**
0.8946	0.5803	21.1732	**WE-3**	-0.0536	0.1597	0.2589	0.5803	0.409	0.5692	0.3387	-0.0848	0.0705	0.2074	-0.0061	-0.0841	0.3069	0.2254	0.3822	0.355	**0.8946**

Table 57 Confirmatory analysis blogging: AVE, composite reliability

	AVE	composite reliability
AX	0.7539	0.9245
BI	0.8953	0.9716
CR	0.7516	0.9007
EN	0.9119	0.9688
IR	0.8039	0.9425
MO	0.6526	0.8439
OF	0.7959	0.9393
PEOU	0.8063	0.9615
PL	0.7304	0.9145
PU	0.6986	0.9325
RS	0.3326	0.7627
SE	0.4773	0.8319
TA	0.7982	0.9221
TB	0.5853	0.7928
TI	0.7666	0.9425
TU	0.6369	0.875
WE	0.816	0.9301

Table 58 Confirmatory analysis blogging: Fornell/Larcker criterion

LV correlations																		
	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE
AX	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BI	-0.1066	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CR	-0.1333	0.6073	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EN	-0.0671	0.2407	0.3567	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
IR	-0.1133	0.2702	0.3097	0.5232	1	0	0	0	0	0	0	0	0	0	0	0	0	0
MO	-0.0476	0.2427	0.3689	0.6574	0.4377	1	0	0	0	0	0	0	0	0	0	0	0	0
OF	0.0286	0.1322	0.2956	0.3014	0.2419	0.4576	1	0	0	0	0	0	0	0	0	0	0	0
PEOU	-0.5456	0.3113	0.2409	-0.0053	0.1614	0.0583	-0.0158	1	0	0	0	0	0	0	0	0	0	0
PL	-0.1029	0.2497	0.2098	0.1245	0.115	0.0402	0.0492	0.2157	1	0	0	0	0	0	0	0	0	0
PU	-0.0274	0.8075	0.6223	0.3028	0.3333	0.2498	0.2314	0.2385	0.3362	1	0	0	0	0	0	0	0	0
RS	-0.627	0.244	0.3027	0.098	0.1913	0.1185	0.0861	0.6915	0.2222	0.1842	1	0	0	0	0	0	0	0
SE	-0.6155	0.0355	0.1569	-0.0398	0.0415	0.0059	-0.0157	0.5892	0.0381	0.018	0.6797	1	0	0	0	0	0	0
TA	0.1159	0.0372	0.043	0.0669	0.0211	0.1716	0.1457	-0.0758	0.1365	0.168	-0.1549	-0.0679	1	0	0	0	0	0
TB	0.1095	0.0851	0.1084	0.0422	0.0245	0.2066	0.2042	-0.1072	0.0879	0.1766	-0.1032	-0.0933	0.6184	1	0	0	0	0
TI	0.0791	-0.0127	0.1046	0.1295	0.0484	0.1866	0.2027	-0.1485	0.0792	0.0935	-0.1651	-0.0629	0.7568	0.6031	1	0	0	0
TU	0.093	0.3293	0.2869	0.2418	0.2803	0.3045	0.2475	-0.008	0.0591	0.3321	-0.0531	-0.0908	0.3545	0.2767	0.3658	1	0	0
WE	0.0004	0.2186	0.3193	0.6062	0.4877	0.6927	0.434	-0.0419	0.0754	0.2856	0.0318	-0.0491	0.3062	0.2562	0.377	0.3863	1	
squared LV correlations, AVE (in diagonal, bold)																		
	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE	
AX	**0.7539**	0.0114	0.0178	0.0045	0.0128	0.0023	0.0008	0.2977	0.0106	0.0008	0.3931	0.3788	0.0134	0.0120	0.0063	0.0086	0.0000	
BI	0.0114	**0.8953**	0.3688	0.0579	0.0730	0.0589	0.0175	0.0969	0.0624	0.6521	0.0595	0.0013	0.0014	0.0072	0.0002	0.1084	0.0478	
CR	0.0178	0.3688	**0.7516**	0.1272	0.0959	0.1361	0.0874	0.0580	0.0440	0.3873	0.0916	0.0246	0.0018	0.0118	0.0109	0.0823	0.1020	
EN	0.0045	0.0579	0.1272	**0.9119**	0.2737	0.4322	0.0908	0.0000	0.0155	0.0917	0.0096	0.0016	0.0045	0.0018	0.0168	0.0585	0.3675	
IR	0.0128	0.0730	0.0959	0.2737	**0.8039**	0.1916	0.0585	0.0260	0.0132	0.1111	0.0366	0.0017	0.0004	0.0006	0.0023	0.0786	0.2379	
MO	0.0023	0.0589	0.1361	0.4322	0.1916	**0.6526**	0.2094	0.0034	0.0016	0.0624	0.0140	0.0000	0.0294	0.0427	0.0348	0.0927	0.4798	
OF	0.0008	0.0175	0.0874	0.0908	0.0585	0.2094	**0.7959**	0.0002	0.0024	0.0535	0.0074	0.0002	0.0212	0.0417	0.0411	0.0613	0.1884	
PEOU	0.2977	0.0969	0.0580	0.0000	0.0260	0.0034	0.0002	**0.8063**	0.0465	0.0569	0.4782	0.3472	0.0057	0.0115	0.0221	0.0001	0.0018	
PL	0.0106	0.0624	0.0440	0.0155	0.0132	0.0016	0.0024	0.0465	**0.7304**	0.1130	0.0494	0.0015	0.0186	0.0077	0.0063	0.0035	0.0057	
PU	0.0008	0.6521	0.3873	0.0917	0.1111	0.0624	0.0535	0.0569	0.1130	**0.6986**	0.0339	0.0003	0.0282	0.0312	0.0087	0.1103	0.0816	
RS	0.3931	0.0595	0.0916	0.0096	0.0366	0.0140	0.0074	0.4782	0.0494	0.0339	**0.3326**	0.4620	0.0240	0.0107	0.0273	0.0028	0.0010	
SE	0.3788	0.0013	0.0246	0.0016	0.0017	0.0000	0.0002	0.3472	0.0015	0.0003	0.4620	**0.4773**	0.0046	0.0087	0.0040	0.0082	0.0024	
TA	0.0134	0.0014	0.0018	0.0045	0.0004	0.0294	0.0212	0.0057	0.0186	0.0282	0.0240	0.0046	**0.7982**	0.3824	0.5727	0.1257	0.0938	
TB	0.0120	0.0072	0.0118	0.0018	0.0006	0.0427	0.0417	0.0115	0.0077	0.0312	0.0107	0.0087	0.3824	**0.5853**	0.3637	0.0766	0.0656	
TI	0.0063	0.0002	0.0109	0.0168	0.0023	0.0348	0.0411	0.0221	0.0063	0.0087	0.0273	0.0040	0.5727	0.3637	**0.7666**	0.1338	0.1421	
TU	0.0086	0.1084	0.0823	0.0585	0.0786	0.0927	0.0613	0.0001	0.0035	0.1103	0.0028	0.0082	0.1257	0.0766	0.1338	**0.6369**	0.1492	
WE	0.0000	0.0478	0.1020	0.3675	0.2379	0.4798	0.1884	0.0018	0.0057	0.0816	0.0010	0.0024	0.0938	0.0656	0.1421	0.1492	**0.8160**	
max	0.7539	0.8953	0.7516	0.9119	0.8039	0.6526	0.7959	0.8063	0.7304	0.6986	0.4782	0.4773	0.7982	0.5853	0.7666	0.6369	0.8160	

Table 59 Confirmatory analysis blogging: significance of paths

relationship	T value	significance
AX -> PEOU	2.0008	$p \leq 0.05$
CR -> PU	7.8352	$p \leq 0.001$
EN -> PU	1.3723	insignificant
IR -> PU	1.3108	insignificant
MO -> PU	2.127	$p \leq 0.05$
OF -> PU	0.6105	insignificant
PEOU -> BI	3.0293	$p \leq 0.01$
PEOU -> PU	1.7324	insignificant
PL -> PEOU	1.631	insignificant
PU -> BI	20.8808	$p \leq 0.001$
RS -> PEOU	6.3809	$p \leq 0.001$
SE -> PEOU	2.7272	$p \leq 0.01$
TA -> PU	2.1513	$p \leq 0.05$
TB -> PU	1.0377	insignificant
TI -> PU	2.1655	$p \leq 0.05$
TU -> PU	2.1221	$p \leq 0.05$
WE -> PU	0.6651	insignificant

Table 60 Confirmatory analysis blogging: Q^2

	Q^2
PEOU	0.4169
PU	0.3336
BI	0.5944

10.5 Exploratory analyses

10.5.1 Reading leisure-blogs

Removal of indicators with lowest loadings (*step 3* in *section 10.3.5*)

Model fitting started with the entire model examined in *section 10.4.1* and the removal of indicators as introduced as *step 3* in *section 10.3.5.*

Following indicators, each loading lowest in the respective model, were removed. After each removal a new PLS-run was executed:

- SE-5 (item loading 0.2214)
- SE-6 (item loading 0.2955)
- PR-6 (item loading 0.3144)
- RS-7 (item loading 0.3826)
- RS-6 (item loading 0.4456)
- RS-5 (item loading 0.4388)
- MO-3 (item loading 0.4475)
- RS-2 (item loading 0.4861)

Detailed examination of this initial model (*step 4* in *section 10.3.5*)

For the obtained model indicator cross-loadings were checked and found that each indicator loaded highest on its assigned LV – see *Table 61.*

Composite reliability ρ_c for each LV was found above 0.7 and AVE for each LV above 0.5 – see *Table 63*.

The Fornell/Larcker criterion for discriminant validity was fulfilled – see *Table 65*.

Execution of the bootstrap algorithm ('cases' = 185, 'samples' = 1000) provided T-values for the indicator loadings and path coefficients. T-values for all indicator loadings were above 1.96 (i.e. $p \leq 0.05$) – see *Table 61.*

Actual model reduction (*step 5* in *section 10.3.5*)

Most hypothesized relationships were found insignificant – see *Table 67.*

Model fitting was done by at each time (1) executing the bootstrap algorithm, (2) identifying the path with the lowest T-value in the model and (3-a) removing the exogenous LV with the most insignificant outgoing path or (3-b) removing the indicator with weakest loading assigned to such an LV or (3-c) removing the insignificant path outgoing from such an LV (see *step 5* in *section 10.3.5*). Changes were done in following order:

1. Indicator SE-4 removed

   Initially 6 indicators were assigned to the LV SE (C/I self efficacy). In literature items were found addressing one´s self-confidence towards task-completion in dependence of others (indicators SE-4, SE-5 and SE-6) and indicators addressing one´s self-confidence as autodidact (indicators SE-1, SE-2 and SE-3). Indicators SE-5 and SE-6 were removed previously and SE-4 was the last of the first group showing a significantly weaker loading (0.520) than the other indicators (SE-1 0.894, SE-2 0.922 and SE-3 0.809).

2. LV SE removed

   - The relationship SE → PEOU showed the lowest T-value (0.0282). The indicators (SE-1, SE-2 and SE-3) showed high loadings (0.912, 0.938 and 0.799).

3. LV IR removed

   - The relationship IR → PU showed the lowest T-value (0.5027). For measurement of IR 4 indicators (IR-1, IR-2, IR-3 and IR-4) were in the model and showed high loadings (0.900, 0.943, 0.910 and 0.810), therefore the LV IR was removed.

4. LV TI removed

   - the relationship TI → PU showed the lowest T-value (0.5431). The LV TI was removed from the model because the indicators (TI-1, TI-2, TI-3, TI-4 and TI-5) showed high comparable item loadings (0.872, 0.902, 0.873, 0.896 and 0.847).

5. Indicator TB-1 removed

   - The relationship TB → PU showed the lowest T-value (0.547). In comparison indicators TB-2 and TB-3 showed significantly higher loadings (0.917, 0.928) than indicator TB-1 (0.619). As items TB-2 and TB-3 addressed another aspect of benevolent behaviour than TB-1 indicator TB-1 was removed.

6. LV TB removed

   - The relationship TB → PU showed the lowest T-value (0.515). For measurement of TB only 2 indicators (TB-2, TB-3) were in the model and showed high loadings (0.915, 0.930), therefore the LV TB was removed.

7. LV TU removed

   - The relationship TU → PU showed the lowest T-value (0.751). The indicators (TU-1, TU-2, TU-3 and TU-4) had high comparable loadings (0.764, 0.729, 0.822 and 0.852), therefore the LV TU was removed.

8. LV EN removed

   - The relationship EN → PU showed the lowest T-value (0.9205). For measurement of EN 3 indicators (EN-1, EN-2, EN-3) were in the model and showed high loadings (0.948, 0.957, 0.958), therefore the LV EN was removed.

9. LV MO removed

   - The relationship MO → PU showed the lowest T-value (1.0303). For measurement of MO only 2 indicators (MO-1, MO-2) were in the model and showed high loadings (0.938, 0.926), therefore the LV MO was removed.

10. Indicator OF-3 removed

    - The relationship OF → PU showed the lowest T-value (0.9373). The item wording of OF-3 was more complex than that of OF-1, OF-2 and OF-4. The

item loading of OF-3 (0.783) was significantly lower than for the others (OF-1 0.933, OF-2 0.948 and OF-4 0.916)

11. LV OF removed

    - The relationship OF → PU showed the lowest T-value (0.9754). The LV OF was removed from the model because the indicators OF-1, OF-2 and OF-4 each showed high indicator loadings (0.939, 0.947 and 0.919).

12. LV RS removed

    - The relationship RS → PEOU showed the lowest T-value (0.9963). The LV RS was removed from the model because the indicators (RS-1, RS-3 and RS-4) each showed comparable indicator loadings (0.832, 0.808, 0.705).

13. Indicators PL-1 removed

    - The indicator PL-1 was removed because in a group of 4 PL-indicators it showed a significantly lower loading (PL-1 0755, PL-2 0.941, PL-3 0.823 and PL-4 0.914). Regarding item wording, perceiving oneself as spontaneous (PL-1) might significantly different from being imaginative and full of ideas (PL-2), flexible (PL-3) or creative (PL-4).

14. LV PL removed

    - The relationship PL → PEOU showed the lowest T-value (1.4533). The LV PL was removed from the model because the indicators (PL-2, PL-3 and PL-4) each showed high indicator loadings (0.942, 0.828, 0.934).

After these steps the resulting model showed T-values > 1.96 for all relationships and indicator loadings above 0.707 for all indicators.

Detailed examination of the resulting model (*step 6* in *section 10.3.5*)

Figure 9 in *section 11.2* shows the model diagram of the resulting model.

For the obtained resulting model indicator cross-loadings were checked – see *Table 62.* Each indicator showed the highest loading with the assigned LV. *Gefen* and *Straub´s* requirement that ‘all the loadings of the measurement items on their assigned latent variables should be an order of magnitude larger than any other

loading' ([Ge 05]) was fulfilled because the maximum cross-loading in the model (0.6313) was an order of magnitude below the lowest indicator loading (0.7393).

Composite reliability ρ_c for each LV was found above 0.7 and average variance extracted AVE for each LV was found above 0.5 – see *Table 64*.

For the resulting model the Fornell/Larcker criterion for discriminant validity was fulfilled – see *Table 66*.

In the resulting model T-values for all indicator loadings were above 3.291 (i.e. $p \leq 0.001$) – see *Table 62.*

All path coefficients in the resulting model were above 0.1 but many of them below 0.2 – see *Table 93* in *section 11.2*.

Assessment of obtained R^2 of mediating and endogenous LVs:

BI: R^2 0.519 ~ (almost) substantial

PU: R^2 0.18 ~ weak

PEOU: R^2 0.126 ~ (very) weak

In the resulting model 5 small effects, 1 medium and 1 large effect were found - see *Table 93* in *section 11.2.*

The construct cross-validated redundancies Q^2 for the LVs BI, PU and PEOU were above 0 – see *Table 69*.

Table 61 Expl. analysis reading: indicator (cross-) loadings – initial check

minimum loading assigned LV	maximum cross-loading		lowest indicator loading for LV	0.7908	0.7545	0.851	0.9478	0.8098	0.9263	0.7824	0.7609	0.7557	0.7356	0.7055	0.5196	0.8659	0.6191	0.8725	0.7287	0.8987
0.5196	0.7743		highest indicator cross-loading for LV	0.176	0.6082	0.3544	0.6305	0.5404	0.6738	0.4273	0.4108	0.2314	0.6327	0.7087	0.7743	0.7154	0.6641	0.7491	0.3721	0.6439
loading assigned LV	**max loading other LVs**	**T-value**	**indicator**	**AX**	**BI**	**CR**	**EN**	**IR**	**MO**	**OF**	**PEOU**	**PL**	**PU**	**RS**	**SE**	**TA**	**TB**	**TI**	**TU**	**WE**
0.9161	0.0981	43.2739	**AX-1**	**0.9161**	-0.1631	-0.245	-0.126	-0.1743	-0.0857	0.0032	-0.4363	-0.0898	0.063	-0.5939	-0.616	0.0848	0.0981	0.0471	0.0455	-0.0802
0.8228	0.0884	10.1646	**AX-2**	**0.8228**	-0.0354	-0.0551	-0.0517	-0.0564	-0.042	0.017	-0.1929	-0.1127	0.0858	-0.4274	-0.4107	0.0665	0.0438	0.0092	0.0884	-0.0087
0.7908	0.0996	8.2355	**AX-3**	**0.7908**	-0.0566	-0.0736	-0.0692	-0.1084	-0.0336	-0.017	-0.1853	-0.1161	0.052	-0.4171	-0.4811	0.0867	0.0849	0.0797	0.0996	0.0306
0.9109	0.209	43.0774	**AX-4**	**0.9109**	-0.0344	-0.0644	0.0204	-0.0175	0.0796	0.0948	-0.2828	-0.041	0.1397	-0.5973	-0.64	0.1407	0.1056	0.1053	0.209	0.0571
0.914	0.6327	64.9749	**BIR-1**	-0.0852	**0.914**	0.2866	0.2975	0.3555	0.3243	0.0858	0.3321	0.207	0.6327	-0.0294	-0.0994	0.2281	0.1324	0.188	0.259	0.3677
0.9159	0.6044	62.6244	**BIR-2**	-0.1244	**0.9159**	0.2982	0.2619	0.3015	0.3129	0.0168	0.3554	0.1807	0.6044	0.0224	-0.0307	0.1886	0.0499	0.1281	0.2356	0.3398
0.8938	0.6051	44.2421	**BIR-3**	-0.0677	**0.8938**	0.199	0.233	0.2817	0.2641	0.0633	0.3185	0.2314	0.6051	-0.0363	-0.0934	0.1827	0.0765	0.1705	0.2078	0.3458
0.7545	0.5885	18.1105	**BIR-4**	-0.0953	**0.7545**	0.2797	0.2266	0.2832	0.2515	0.0806	0.2143	0.1325	0.5885	-0.0153	-0.0279	0.3113	0.1393	0.2473	0.1632	0.294
0.8151	0.5176	23.4667	**BIR-5**	-0.0651	**0.8151**	0.2187	0.1723	0.1821	0.1837	0.0361	0.4108	0.1671	0.5176	0.0361	-0.008	0.2483	0.1815	0.1767	0.2098	0.2338
0.8531	0.2836	9.5772	**CR-1**	-0.1071	0.2403	**0.8531**	0.2281	0.2346	0.2836	0.2577	0.1603	0.2267	0.1405	0.1408	0.1122	0.0482	0.114	0.0826	0.1724	0.2761
0.8904	0.3208	14.5217	**CR-2**	-0.1357	0.2712	**0.8904**	0.29	0.3058	0.3208	0.2323	0.1682	0.1844	0.1953	0.1795	0.1473	0.0453	0.0214	0.0987	0.1978	0.2754
0.851	0.3957	15.3626	**CR-3**	-0.1503	0.2581	**0.851**	0.3957	0.271	0.3327	0.2527	0.0729	0.1231	0.2215	0.1765	0.1795	0.0376	0.0774	0.0711	0.2849	0.2802
0.9478	0.5927	14.7263	**EN-1**	-0.0822	0.2441	0.3544	**0.9478**	0.5404	0.5927	0.2462	0.0882	0.0798	0.1191	-0.0154	-0.0286	0.0672	0.0029	0.1243	0.237	0.5662
0.957	0.6307	15.0104	**EN-2**	-0.0682	0.2685	0.3451	**0.957**	0.4789	0.6307	0.3126	0.0894	0.0794	0.1282	-0.0171	-0.033	0.0686	0.0209	0.133	0.1857	0.5902
0.9577	0.6738	13.4704	**EN-3**	-0.0664	0.279	0.3484	**0.9577**	0.4852	0.6738	0.2879	0.1339	0.1754	0.177	-0.0094	-0.0316	0.0646	0.0998	0.1176	0.21	0.584
0.9	0.4079	6.9757	**IR-1**	-0.1612	0.2806	0.2376	0.4079	**0.9**	0.4024	0.2028	0.1158	0.0973	0.142	0.055	0.0423	0.0571	0.0155	0.1014	0.2493	0.3895
0.9429	0.5249	6.2891	**IR-2**	-0.0719	0.3548	0.3168	0.5196	**0.9429**	0.444	0.2735	0.1702	0.089	0.2186	0.09	0.0013	0.0514	0.0394	0.1154	0.2662	0.5249
0.9103	0.4519	7.0183	**IR-3**	-0.0935	0.246	0.287	0.4519	**0.9103**	0.3561	0.1755	0.0903	0.1107	0.1169	0.0965	0.0505	0.0346	0.0151	0.0389	0.2153	0.4443
0.8098	0.4938	6.2781	**IR-4**	-0.1151	0.2475	0.2921	0.4938	**0.8098**	0.3752	0.1704	0.1202	0.1	0.0811	0.1504	0.0894	-0.0802	-0.0975	-0.0886	0.1584	0.3728
0.938	0.6439	18.0482	**MO-1**	-0.0334	0.2698	0.345	0.6163	0.4112	**0.938**	0.4005	0.1337	0.0426	0.2341	-0.046	-0.0222	0.106	0.1315	0.1879	0.2565	0.6439
0.9263	0.6305	13.1995	**MO-2**	-0.0228	0.3154	0.336	0.6305	0.4231	**0.9263**	0.4273	0.125	0.0542	0.2154	-0.0313	-0.0554	0.1712	0.1996	0.1868	0.2588	0.6232
0.933	0.4482	3.8836	**OF-1**	0.0238	0.1348	0.2881	0.3207	0.2922	0.4268	**0.933**	-0.0137	0.0568	0.053	-0.0156	-0.0568	0.1353	0.1625	0.1771	0.2167	0.4482
0.9479	0.4032	3.9319	**OF-2**	0.0323	0.0316	0.2942	0.2415	0.214	0.4032	**0.9479**	-0.0749	0.0305	0.0611	0.0134	-0.0088	0.1365	0.1934	0.1744	0.2167	0.3793
0.7824	0.315	2.7957	**OF-3**	0.0657	-0.0749	0.123	0.196	0.1239	0.315	**0.7824**	-0.0841	0.0033	0.018	0.0276	0.0195	0.0863	0.1511	0.1701	0.0867	0.2184
0.9165	0.42	4.122	**OF-4**	0.0144	0.0639	0.2489	0.2844	0.203	0.42	**0.9165**	-0.0173	0.0307	0.0662	0.0168	0.0147	0.141	0.2018	0.2073	0.2253	0.3826
0.8299	0.3403	23.363	**PER-1**	-0.3527	0.2365	0.1732	0.0752	0.1453	0.1038	-0.0286	**0.8299**	0.1251	0.127	0.3403	0.2987	0.0229	-0.061	-0.053	0.0412	0.0738
0.8566	0.3882	32.8426	**PER-2**	-0.2536	0.3882	0.1246	0.1522	0.1374	0.1644	-0.012	**0.8566**	0.1258	0.252	0.1076	0.0988	0.261	0.1591	0.1847	0.1751	0.1976
0.8631	0.3555	35.8356	**PER-3**	-0.346	0.3555	0.1144	0.0898	0.1522	0.1427	-0.0147	**0.8631**	0.1085	0.2336	0.3012	0.2859	0.1059	0.027	0.0482	0.0706	0.148
0.7609	0.3056	16.9703	**PER-4**	-0.2106	0.2534	0.0756	0.0419	0.0256	0.0222	-0.1129	**0.7609**	0.0857	0.1581	0.1554	0.1355	0.3056	0.1615	0.1619	0.1922	0.0147
0.7557	0.1531	5.0908	**PL-1**	-0.0406	0.1531	0.0932	0.0572	0.0381	0.0167	-0.0276	0.0734	**0.7557**	0.1281	-0.0435	-0.023	0.0833	0.0876	0.0333	0.0284	0.0376
0.9405	0.1852	7.3523	**PL-2**	-0.0621	0.1852	0.1831	0.1173	0.0968	0.0605	0.0253	0.1309	**0.9405**	0.1071	0.0428	-0.0022	0.1192	0.0909	0.0482	0.0316	0.0668
0.823	0.2179	6.0441	**PL-3**	-0.1266	0.2179	0.1831	0.112	0.1351	0.0405	0.0664	0.1078	**0.823**	0.1918	0.0993	0.114	0.1637	0.1173	0.1483	0.1263	0.0949
0.9139	0.1961	6.2163	**PL-4**	-0.0991	0.1848	0.1961	0.1279	0.0885	0.0492	0.0478	0.1382	**0.9139**	0.1296	0.0993	0.0197	0.076	0.0863	0.0627	0.0478	0.0556
0.7874	0.5822	23.693	**PR-1**	0.1001	0.5822	0.2312	0.153	0.1086	0.2362	-0.039	0.2501	0.0309	**0.7874**	-0.1054	-0.0708	0.2364	0.0772	0.2022	0.2523	0.2175
0.8051	0.6082	25.5235	**PR-2**	0.0562	0.6082	0.2052	0.1179	0.1762	0.2057	0.0503	0.2084	0.1402	**0.8051**	-0.0367	-0.0374	0.2191	0.1371	0.2169	0.1887	0.2422
0.8134	0.553	30.8751	**PR-3**	0.0759	0.553	0.1448	0.1326	0.2182	0.1884	0.0349	0.1254	0.1508	**0.8134**	-0.0165	-0.1015	0.245	0.1583	0.2152	0.18	0.2376
0.7356	0.4122	17.3147	**PR-4**	0.1387	0.4122	0.1539	0.0873	0.1107	0.1128	0.1084	0.0489	0.208	**0.7356**	-0.1133	-0.102	0.2309	0.1842	0.2339	0.1709	0.1961
0.7832	0.5019	22.8942	**PR-5**	0.0231	0.5019	0.1211	0.099	0.0619	0.1814	0.1168	0.2651	0.1205	**0.7832**	-0.0776	-0.1182	0.2987	0.1714	0.2216	0.1573	0.2268
0.8318	0.7743	14.0407	**RS-1**	-0.5938	0.0169	0.2099	0.0364	0.0994	-0.0214	0.0595	0.2266	0.023	-0.0215	**0.8318**	0.7743	-0.0802	-0.0872	-0.0612	-0.0814	-0.0284
0.808	0.4771	13.2672	**RS-3**	-0.4079	-0.0611	0.0404	-0.1019	0.0543	-0.08	-0.1207	0.2471	0.0224	-0.1359	**0.808**	0.4771	-0.2479	-0.1243	-0.1909	-0.165	-0.1467
0.7055	0.4139	6.9281	**RS-4**	-0.4413	0.0524	0.2508	0.0622	0.0908	0.0234	0.1303	0.1591	0.1467	-0.0287	**0.7055**	0.4139	-0.0528	-0.0585	-0.0483	-0.0147	0.0664
0.894	0.6547	17.3827	**SE-1**	-0.5547	-0.0628	0.2614	-0.014	0.0509	-0.0257	0.0001	0.2457	0.0108	-0.0947	0.6547	**0.894**	-0.1225	-0.1137	-0.1232	-0.1115	-0.089
0.9225	0.7087	24.7152	**SE-2**	-0.6228	-0.0684	0.1493	-0.0224	0.036	-0.0362	-0.0144	0.2385	-0.0229	-0.1319	0.7087	**0.9225**	-0.0724	-0.0506	-0.0347	-0.1605	-0.0449
0.809	0.5142	12.1217	**SE-3**	-0.5331	-0.0395	0.0511	-0.0667	-0.0164	-0.0925	-0.0629	0.1783	0.0851	-0.0747	0.5142	**0.809**	-0.017	-0.0524	-0.0104	-0.0622	-0.0015
0.5196	0.3492	3.6311	**SE-4**	-0.2856	-0.0058	0.0234	-0.0011	0.0619	0.0526	0.0669	0.1023	0.0855	0.0053	0.3492	**0.5196**	0.0148	0.0155	0.015	0.019	0.0077
0.8659	0.7491	28.9535	**TA-1**	0.0465	0.201	0.086	0.0573	-0.0011	0.1143	0.0698	0.1585	0.0243	0.2622	-0.1973	-0.0486	**0.8659**	0.5422	0.7491	0.3045	0.3043
0.9113	0.6385	46.8648	**TA-2**	0.1211	0.2285	0.0079	0.0475	0.0295	0.1273	0.126	0.2279	0.149	0.2701	-0.1546	-0.0762	**0.9113**	0.6013	0.6385	0.3721	0.2614
0.9079	0.6637	45.8006	**TA-3**	0.123	0.2821	0.0412	0.0802	0.0572	0.1511	0.1854	0.1552	0.1591	0.3019	-0.1247	-0.0795	**0.9079**	0.5692	0.6637	0.3382	0.2915
0.6191	0.4485	2.34	**TB-1**	-0.0066	0.0055	-0.0554	0.0274	-0.1091	0.018	0.0507	0.0421	0.1233	0.0091	-0.0516	0.0143	0.3893	**0.6191**	0.4485	0.1652	0.1292
0.9175	0.638	5.1779	**TB-2**	0.1145	0.1264	0.0763	0.0562	0.0117	0.1429	0.2089	0.0721	0.104	0.1605	-0.1054	-0.059	0.5883	**0.9175**	0.638	0.313	0.2461
0.9276	0.5886	5.5378	**TB-3**	0.0765	0.1231	0.0723	0.0391	0.0116	0.1849	0.1669	0.0791	0.0945	0.176	-0.1158	-0.0815	0.5886	**0.9276**	0.5782	0.2694	0.236
0.8725	0.6641	29.9076	**TI-1**	0.0038	0.137	0.0494	0.0886	0.0768	0.1733	0.1959	0.083	0.0661	0.2153	-0.068	0.0045	0.6121	0.6641	**0.8725**	0.3396	0.3547
0.9018	0.7154	41.0134	**TI-2**	0.0722	0.1542	0.126	0.093	0.0395	0.1662	0.1968	0.0378	0.044	0.2175	-0.0959	-0.0322	0.7154	0.6246	**0.9018**	0.3388	0.326
0.8734	0.7149	33.6959	**TI-3**	0.113	0.2127	0.0648	0.1125	0.058	0.1531	0.1679	0.0802	0.0769	0.2509	-0.1593	-0.139	0.7149	0.5615	**0.8734**	0.3711	0.3666
0.8962	0.6618	35.9155	**TI-4**	0.0673	0.2289	0.0876	0.1318	0.0477	0.1924	0.1397	0.1763	0.1167	0.3048	-0.1112	-0.0367	0.6618	0.5309	**0.8962**	0.3279	0.3264
0.8468	0.6397	20.2693	**TI-5**	0.0348	0.1674	0.1018	0.1435	0.1143	0.1998	0.2114	0.0196	0.0489	0.1878	-0.1747	-0.0588	0.6397	0.5346	**0.8468**	0.3624	0.3322
0.7642	0.299	9.5024	**TU-1**	0.0237	0.2029	0.2841	0.1896	0.2201	0.1939	0.1599	0.158	0.0349	0.1401	-0.0787	-0.0463	0.279	0.2347	0.299	**0.7642**	0.2775
0.7287	0.3278	7.5196	**TU-2**	-0.0197	0.2379	0.279	0.2574	0.3278	0.3183	0.265	0.1198	0.0264	0.1278	-0.0215	-0.0437	0.1832	0.1257	0.1692	**0.7287**	0.3221
0.8217	0.3389	13.7229	**TU-3**	0.1174	0.1495	0.1165	0.1284	0.147	0.1675	0.1618	0.0776	0.0707	0.2087	-0.0443	-0.1037	0.3074	0.2719	0.3389	**0.8217**	0.2602
0.8515	0.3837	12.7098	**TU-4**	0.176	0.2271	0.2117	0.1701	0.1949	0.2348	0.1692	0.1102	0.065	0.2528	-0.1946	-0.1393	0.3765	0.3101	0.3837	**0.8515**	0.3702
0.8987	0.6426	15.4757	**WE-1**	0.0208	0.2885	0.3378	0.5167	0.4451	0.6426	0.4248	0.1325	0.0809	0.3099	-0.0459	0.0043	0.3014	0.2392	0.3522	0.358	**0.8987**
0.9032	0.6129	16.5162	**WE-2**	-0.0026	0.3152	0.2454	0.563	0.4923	0.6129	0.3713	0.098	0.0475	0.1755	-0.0549	-0.0797	0.2307	0.2118	0.2969	0.3261	**0.9032**
0.9065	0.5792	18.0492	**WE-3**	-0.0643	0.4013	0.2605	0.5792	0.4262	0.5788	0.3241	0.142	0.0649	0.253	-0.0748	-0.0825	0.3111	0.245	0.3831	0.3581	**0.9065**

Table 62 Expl. analysis reading: indicator (cross-) loadings – resulting model

minimum loading assigned LV	maximum cross-loading		lowest indicator loading for LV	0.7904	0.7546	0.851	0.7615	0.7393	0.8658	0.8989
0.7393	0.6313		highest indicator cross-loading for LV	0.1387	0.6082	0.3378	0.4118	0.6313	0.3114	0.3677
loading assigned LV	**max loading other LVs**	**T-value**	**indicator**	**AX**	**BI**	**CR**	**PEOU**	**PU**	**TA**	**WE**
0.9164	0.0848	43.6671	**AX-1**	**0.9164**	-0.1631	-0.245	-0.4356	0.0631	0.0848	-0.0802
0.8226	0.0853	10.6516	**AX-2**	**0.8226**	-0.0354	-0.0551	-0.192	0.0853	0.0665	-0.0086
0.7904	0.0867	8.5449	**AX-3**	**0.7904**	-0.0565	-0.0736	-0.1842	0.0514	0.0867	0.0306
0.9109	0.1407	45.4737	**AX-4**	**0.9109**	-0.0344	-0.0644	-0.2817	0.1395	0.1407	0.0572
0.914	0.6313	62.2327	**BIR-1**	-0.0853	**0.914**	0.2866	0.3334	0.6313	0.2281	0.3677
0.9159	0.603	61.4347	**BIR-2**	-0.1245	**0.9159**	0.2982	0.3566	0.603	0.1886	0.3398
0.8938	0.6044	46.6794	**BIR-3**	-0.0678	**0.8938**	0.1991	0.3197	0.6044	0.1827	0.3458
0.7546	0.5882	17.8994	**BIR-4**	-0.0954	**0.7546**	0.2797	0.2149	0.5882	0.3114	0.2939
0.8151	0.5165	22.1411	**BIR-5**	-0.0652	**0.8151**	0.2187	0.4118	0.5165	0.2483	0.2338
0.8529	0.2761	10.0868	**CR-1**	-0.1072	0.2403	**0.8529**	0.1602	0.1395	0.0483	0.2761
0.8906	0.2754	14.0114	**CR-2**	-0.1358	0.2712	**0.8906**	0.1678	0.1949	0.0454	0.2754
0.851	0.2802	17.0048	**CR-3**	-0.1504	0.2581	**0.851**	0.0722	0.2206	0.0376	0.2802
0.8258	0.2365	21.0023	**PER-1**	-0.3528	0.2365	0.1732	**0.8258**	0.127	0.0228	0.0738
0.8601	0.3882	35.5102	**PER-2**	-0.2537	0.3882	0.1245	**0.8601**	0.2513	0.261	0.1976
0.8627	0.3555	35.8662	**PER-3**	-0.3462	0.3555	0.1145	**0.8627**	0.2338	0.1059	0.1479
0.7615	0.3055	16.8114	**PER-4**	-0.2107	0.2534	0.0756	**0.7615**	0.1569	0.3055	0.0148
0.7829	0.5822	23.8802	**PR-1**	0.1	0.5822	0.2312	0.2513	**0.7829**	0.2364	0.2175
0.8033	0.6082	25.2836	**PR-2**	0.0562	0.6082	0.2052	0.2096	**0.8033**	0.2192	0.2423
0.8136	0.553	31.3098	**PR-3**	0.0759	0.553	0.1449	0.1259	**0.8136**	0.2451	0.2376
0.7393	0.4122	17.3338	**PR-4**	0.1387	0.4122	0.154	0.0495	**0.7393**	0.231	0.1962
0.7873	0.5019	22.5203	**PR-5**	0.023	0.5019	0.1212	0.2654	**0.7873**	0.2987	0.2269
0.8658	0.3043	26.5922	**TA-1**	0.0465	0.201	0.086	0.1601	0.2624	**0.8658**	0.3043
0.9112	0.2702	47.2325	**TA-2**	0.1211	0.2285	0.0079	0.23	0.2702	**0.9112**	0.2614
0.9081	0.3029	43.5675	**TA-3**	0.123	0.2821	0.0412	0.1575	0.3029	**0.9081**	0.2915
0.8989	0.3378	33.1403	**WE-1**	0.0207	0.2885	0.3378	0.1334	0.3102	0.3014	**0.8989**
0.903	0.3152	19.2413	**WE-2**	-0.0026	0.3152	0.2454	0.0989	0.1752	0.2307	**0.903**
0.9064	0.4012	22.199	**WE-3**	-0.0644	0.4012	0.2605	0.1429	0.2528	0.3111	**0.9064**

Table 63 Exploratory analysis reading: AVE, composite reliability - initial check

	AVE	Composite Reliability
AX	0.7429	0.9201
BI	0.7414	0.9344
CR	0.7483	0.8991
EN	0.9104	0.9683
IR	0.7959	0.9396
MO	0.8689	0.9299
OF	0.8053	0.9427
PEOU	0.6866	0.8974
PL	0.742	0.9195
PU	0.6169	0.8894
RS	0.6142	0.8261
SE	0.6436	0.874
TA	0.8015	0.9237
TB	0.6951	0.8691
TI	0.7715	0.944
TU	0.6288	0.871
WE	0.8151	0.9297

Table 64 Expl. analysis reading: AVE, composite reliability - resulting model

	AVE	Composite Reliability
AX	0.7427	0.92
BI	0.7413	0.9344
CR	0.7483	0.8991
PEOU	0.6865	0.8973
PU	0.6173	0.8896
TA	0.8015	0.9237
WE	0.815	0.9297

Table 65 Exploratory analysis reading: Fornell/Larcker criterion - initial check

LV correlations																	
	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE
AX	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BI	-0.102	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CR	-0.1552	0.2984	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EN	-0.0748	0.2787	0.3656	1	0	0	0	0	0	0	0	0	0	0	0	0	0
IR	-0.1163	0.3285	0.3167	0.5225	1	0	0	0	0	0	0	0	0	0	0	0	0
MO	-0.0303	0.3128	0.3654	0.6683	0.4471	1	0	0	0	0	0	0	0	0	0	0	0
OF	0.0295	0.0657	0.2852	0.2971	0.2429	0.4433	1	0	0	0	0	0	0	0	0	0	0
PEOU	-0.3552	0.3793	0.1483	0.1127	0.1462	0.139	-0.0437	1	0	0	0	0	0	0	0	0	0
PL	-0.0977	0.2147	0.1973	0.1253	0.1074	0.0516	0.0383	0.1352	1	0	0	0	0	0	0	0	0
PU	0.0968	0.6862	0.2218	0.1529	0.1743	0.2415	0.0618	0.2382	0.1575	1	0	0	0	0	0	0	0
RS	-0.6106	-0.0059	0.1947	-0.0141	0.1007	-0.0418	0.0088	0.2752	0.0682	-0.086	1	0	0	0	0	0	0
SE	-0.6422	-0.0618	0.1748	-0.0326	0.0384	-0.0409	-0.0122	0.2504	0.0331	-0.1059	0.7178	1	0	0	0	0	0
TA	0.1098	0.2671	0.0497	0.0697	0.0334	0.1472	0.145	0.2007	0.1267	0.3116	-0.1755	-0.0767	1	0	0	0	0
TB	0.1006	0.1329	0.0774	0.0511	0.0092	0.176	0.2004	0.0819	0.109	0.1798	-0.1195	-0.075	0.6375	1	0	0	0
TI	0.0695	0.2102	0.0967	0.13	0.0731	0.201	0.2022	0.1001	0.0849	0.2751	-0.1373	-0.061	0.7617	0.6587	1	0	0
TU	0.1189	0.2512	0.2612	0.2202	0.2601	0.2763	0.2263	0.1389	0.0672	0.2444	-0.123	-0.1175	0.378	0.3137	0.394	1	0
WE	-0.0154	0.3695	0.3206	0.6085	0.4984	0.68	0.4184	0.1413	0.0747	0.2864	-0.0642	-0.0503	0.319	0.26	0.3874	0.3883	1
squared LV correlations, AVE (in diagonal, bold)																	
	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE
AX	**0.7429**	0.0104	0.0241	0.0056	0.0135	0.0009	0.0009	0.1262	0.0095	0.0094	0.3728	0.4124	0.0121	0.0101	0.0048	0.0141	0.0002
BI	0.0104	**0.7414**	0.0890	0.0777	0.1079	0.0978	0.0043	0.1439	0.0461	0.4709	0.0000	0.0038	0.0713	0.0177	0.0442	0.0631	0.1365
CR	0.0241	0.0890	**0.7483**	0.1337	0.1003	0.1335	0.0813	0.0220	0.0389	0.0492	0.0379	0.0306	0.0025	0.0060	0.0094	0.0682	0.1028
EN	0.0056	0.0777	0.1337	**0.9104**	0.2730	0.4466	0.0883	0.0127	0.0157	0.0234	0.0002	0.0011	0.0049	0.0026	0.0169	0.0485	0.3703
IR	0.0135	0.1079	0.1003	0.2730	**0.7959**	0.1999	0.0590	0.0214	0.0115	0.0304	0.0101	0.0015	0.0011	0.0001	0.0053	0.0677	0.2484
MO	0.0009	0.0978	0.1335	0.4466	0.1999	**0.8689**	0.1965	0.0193	0.0027	0.0583	0.0017	0.0017	0.0217	0.0310	0.0404	0.0763	0.4624
OF	0.0009	0.0043	0.0813	0.0883	0.0590	0.1965	**0.8053**	0.0019	0.0015	0.0038	0.0001	0.0001	0.0210	0.0402	0.0409	0.0512	0.1751
PEOU	0.1262	0.1439	0.0220	0.0127	0.0214	0.0193	0.0019	**0.6866**	0.0183	0.0567	0.0757	0.0627	0.0403	0.0067	0.0100	0.0193	0.0200
PL	0.0095	0.0461	0.0389	0.0157	0.0115	0.0027	0.0015	0.0183	**0.7420**	0.0248	0.0047	0.0011	0.0161	0.0119	0.0072	0.0045	0.0056
PU	0.0094	0.4709	0.0492	0.0234	0.0304	0.0583	0.0038	0.0567	0.0248	**0.6169**	0.0074	0.0112	0.0971	0.0323	0.0757	0.0597	0.0820
RS	0.3728	0.0000	0.0379	0.0002	0.0101	0.0017	0.0001	0.0757	0.0047	0.0074	**0.6142**	0.5152	0.0308	0.0143	0.0189	0.0151	0.0041
SE	0.4124	0.0038	0.0306	0.0011	0.0015	0.0017	0.0001	0.0627	0.0011	0.0112	0.5152	**0.6436**	0.0059	0.0056	0.0037	0.0138	0.0025
TA	0.0121	0.0713	0.0025	0.0049	0.0011	0.0217	0.0210	0.0403	0.0161	0.0971	0.0308	0.0059	**0.8015**	0.4064	0.5802	0.1429	0.1018
TB	0.0101	0.0177	0.0060	0.0026	0.0001	0.0310	0.0402	0.0067	0.0119	0.0323	0.0143	0.0056	0.4064	**0.6951**	0.4339	0.0984	0.0676
TI	0.0048	0.0442	0.0094	0.0169	0.0053	0.0404	0.0409	0.0100	0.0072	0.0757	0.0189	0.0037	0.5802	0.4339	**0.7715**	0.1552	0.1501
TU	0.0141	0.0631	0.0682	0.0485	0.0677	0.0763	0.0512	0.0193	0.0045	0.0597	0.0151	0.0138	0.1429	0.0984	0.1552	**0.6288**	0.1508
WE	0.0002	0.1365	0.1028	0.3703	0.2484	0.4624	0.1751	0.0200	0.0056	0.0820	0.0041	0.0025	0.1018	0.0676	0.1501	0.1508	**0.8151**
max	0.7429	0.7414	0.7483	0.9104	0.7959	0.8689	0.8053	0.6866	0.7420	0.6169	0.6142	0.6436	0.8015	0.6951	0.7715	0.6288	0.8151

Table 66 Expl. analysis reading: Fornell/Larcker criterion - resulting model

LV correlations							
	AX	BI	CR	PEOU	PU	TA	WE
AX	1	0	0	0	0	0	0
BI	-0.1021	1	0	0	0	0	0
CR	-0.1553	0.2984	1	0	0	0	0
PEOU	-0.3543	0.3805	0.1478	1	0	0	0
PU	0.0966	0.685	0.2209	0.2387	1	0	0
TA	0.1098	0.2671	0.0497	0.2029	0.3121	1	0
WE	-0.0155	0.3695	0.3207	0.1423	0.2865	0.319	1
squared LV correlations, AVE (in diagonal, bold)							
	AX	BI	CR	PEOU	PU	TA	WE
AX	**0.7427**	0.0104	0.0241	0.1255	0.0093	0.0121	0.0002
BI	0.0104	**0.7413**	0.0890	0.1448	0.4692	0.0713	0.1365
CR	0.0241	0.0890	**0.7483**	0.0218	0.0488	0.0025	0.1028
PEOU	0.1255	0.1448	0.0218	**0.6865**	0.0570	0.0412	0.0202
PU	0.0093	0.4692	0.0488	0.0570	**0.6173**	0.0974	0.0821
TA	0.0121	0.0713	0.0025	0.0412	0.0974	**0.8015**	0.1018
WE	0.0002	0.1365	0.1028	0.0202	0.0821	0.1018	**0.8150**
max	0.7427	0.7413	0.7483	0.6865	0.6173	0.8015	0.8150

Table 67 Exploratory analysis reading: significance of paths - initial check

relationship	T value	significance
AX -> PEOU	3.5884	$p \leq 0.001$
CR -> PU	1.8655	insignificant
EN -> PU	1.0241	insignificant
IR -> PU	0.4706	insignificant
MO -> PU	1.3153	insignificant
OF -> PU	1.1974	insignificant
PEOU -> BI	3.721	$p \leq 0.001$
PEOU -> PU	1.8611	insignificant
PL -> PEOU	1.4918	insignificant
PU -> BI	11.8436	$p \leq 0.001$
RS -> PEOU	0.8702	insignificant
SE -> PEOU	0.1045	insignificant
TA -> PU	1.886	insignificant
TB -> PU	0.6915	insignificant
TI -> PU	0.5583	insignificant
TU -> PU	0.7324	insignificant
WE -> PU	1.0732	insignificant

Table 68 Exploratory analysis reading: significance of paths - resulting model

relationship	T value	significance
AX -> PEOU	6.1056	$p \leq 0.001$
CR -> PU	2.0428	$p \leq 0.05$
PEOU -> BI	3.9037	$p \leq 0.001$
PEOU -> PU	2.1796	$p \leq 0.05$
PU -> BI	12.2556	$p \leq 0.001$
TA -> PU	2.982	$p \leq 0.01$
WE -> PU	1.9627	$p \leq 0.05$

Table 69 Exploratory analysis reading: Q^2 - resulting model

	Q^2
PEOU	0.0885
PU	0.1098
BI	0.3807

10.5.2 Commenting leisure-blogs

Removal of indicators with lowest loadings (*step 3* in *section 10.3.5*)

Model fitting started with the entire model examined in *section 10.4.2* and the removal of indicators as introduced as *step 3* in *section 10.3.5.*

Following indicators, each loading lowest in the respective model, were removed. After each removal a new PLS-run was executed:

- SE-5 (item loading 0.1047)
- SE-6 (item loading 0.2478)
- RS-7 (item loading 0.3664)
- RS-2 (item loading 0.4489)
- SE-4 (item loading 0.4917)
- PC-4 (item loading 0.7039)
- RS-1 (item loading 0.6236; the indicator was removed because it had a higher cross-loading of 0.7712 on LV SE)
- RS-3 (item loading 0.6129; the indicator was removed because it was the indicator assigned to LV RS loading lowest and AVE of LV RS was 0.4853, i.e. below 0.5)

Detailed examination of this initial model (*step 4* in *section 10.3.5*)

For the obtained model indicator cross-loadings were checked and found that each indicator loaded highest on its assigned LV – see *Table 70.*

Composite reliability ρ_c for each LV was found above 0.7 and AVE for each LV above 0.5 – see *Table 72*.

The Fornell/Larcker criterion for discriminant validity was fulfilled – see *Table 74*.

Execution of the bootstrap algorithm ('cases' = 185, 'samples' = 1000) provided T-values for the indicator loadings and path coefficients. T-values for all indicator loadings were above 3.291 (i.e. $p \leq 0.001$) – see *Table 70.*

Actual model reduction (*step 5* in *section 10.3.5*)

Some hypothesized relationships were found insignificant – see *Table 76*.

Model fitting was done by at each time (1) executing the bootstrap algorithm, (2) identifying the path with the lowest T-value in the model and (3-a) removing the exogenous LV with the most insignificant outgoing path or (3-b) removing the indicator with weakest loading assigned to such an LV or (3-c) removing the insignificant path outgoing from such an LV (see *step 5* in *section 10.3.5*). Changes were done in following order:

1. LV EN removed

   - the relationship EN → PU showed the lowest T-value (0.0349). The LV EN was removed from the model because the indicators EN-1, EN-2 and EN-3 showed high comparable item loadings (EN-1 0.947, EN-2 0.956 and EN-3 0.959).

2. LV TU removed

   - The relationship TU → PU showed the lowest T-value (0.2098) and the lowest path coefficient (0.016). The indicators (TU-1, TU-2, TU-3 and TU-4) showed high comparable loadings (0.837, 0.836, 0.759 and 0.755).

3. LV WE removed

   - The relationship WE → PU showed the lowest T-value (0.4312). The LV WE was removed from the model because the indicators (WE-1, WE-2 and WE-3) each showed comparable high indicator loadings (0.891, 0.918, 0.903).

4. Indicator MO-3 removed

   - The relationship MO → PU showed the lowest T-value (0.6799). In comparison indicators MO-1 and MO-2 showed significantly higher loadings (0.884, 0.946) than indicator MO-3 (0.522). As items MO-1 and MO-2 were

more specific in item wording, they probably induced clearer responses than item MO-3.

5. LV TI removed

   - The relationship TI → PU showed the lowest T-value (0.7532). The LV TI was removed from the model because the indicators (TI-1, TI-2, TI-3, TI-4 and TI-5) each showed high indicator loadings (0.874, 0.904, 0.889, 0.859 and 0.864).

6. LV MO removed

   - The relationship MO → PU showed the lowest T-value (0.9394). For measurement of MO only 2 indicators (MO-1, MO-2) were in the model and showed high loadings (0.909, 0.952), therefore the LV MO was removed.

7. Indicator TB-1 removed

   - The relationship TB → PU showed the lowest T-value (1.1856). In comparison indicators TB-2 and TB-3 showed significantly higher loadings (0.921, 0.908) than indicator TB-1 (0.706). As items TB-2 and TB-3 addressed another aspect of benevolent behaviour than TB-1 indicator TB-1 was removed.

8. LV TB removed

   - The relationship TB → PU showed the lowest T-value (1.1547). For measurement of TB only 2 indicators (TB-2, TB-3) were in the model and showed high loadings (0.915, 0.930), therefore the LV TB was removed.

9. Indicator RS-4 removed

   - The relationship RS → PEOU showed the lowest T-value (1.6108). In comparison indicators RS-5 and RS-6 showed significantly higher loadings (0.815, 0.823) than indicator RS-4 (0.644). As items RS-5 and RS-6 addressed the perceived writing skills and RS-4 the perceived technical resources indicator RS-4 was removed.

10. LV RS removed

    - The relationship RS → PEOU showed the lowest T-value (1.1913). For the measurement of the LV RS two indicators (RS-5 and RS-6) were in the model

and showed high loadings (0.928 and 0.894), therefore the LV RS was removed.

After these steps the resulting model showed T-values > 1.96 for all relationships and indicator loadings above 0.707 for all indicators.

Detailed examination of the resulting model (*step 6* in *section 10.3.5*)

Figure 10 in *section 11.3* shows the model diagram of the resulting model.

For the obtained resulting model indicator cross-loadings were checked – see *Table 71.* Each indicator showed the highest loading with the assigned LV. *Gefen* and *Straub´s* requirement that 'all the loadings of the measurement items on their assigned latent variables should be an order of magnitude larger than any other loading' ([Ge 05]) was almost fulfilled because the maximum cross-loading in the model (0.7226) was below the lowest indicator loading (0.7429); that the difference was not 'an order of magnitude' might be considered a shortcoming of minor importance.

Composite reliability ρ_c for each LV was found above 0.7 and average variance extracted AVE for each LV was found above 0.5 – see *Table 73*.

For the resulting model the Fornell/Larcker criterion for discriminant validity was fulfilled – see *Table 75*.

In the resulting model T-values for all indicator loadings were above 3.291 (i.e. $p \leq 0.001$) – see *Table 71.*

All path coefficients in the resulting model were above 0.1 but many of them below 0.2 – see *Table 94* in *section 11.3*.

Assessment of obtained R^2 of mediating and endogenous LVs:

BI: R^2 0.583 ~ (almost) substantial

PU: R^2 0.276 ~ (below) average

PEOU: R^2 0.204 ~ weak

In the resulting model 7 small effects, 1 medium and 1 large effect were found - see *Table 94* in *section 11.3.*

The construct cross-validated redundancies Q^2 for the LVs BI, PU and PEOU were above 0 – see *Table 78*.

Table 70 Expl. analysis commenting: indicator (cross-) loadings – initial check

minimum loading assigned LV	maximum cross-loading		lowest indicator loading for LV	0.8305	0.9332	0.8092	0.9469	0.8197	0.5218	0.8048	0.8103	0.7622	0.7427	0.6441	0.8237	0.8434	0.7058	0.8591	0.7553	0.8913
0.5218	0.7451		highest indicator cross-loading for LV	0.1757	0.6505	0.3568	0.6309	0.539	0.6694	0.4245	0.29	0.2881	0.7226	0.3807	0.4038	0.7053	0.6636	0.7451	0.3568	0.6433
loading assigned LV	**max loading other LVs**	**T-value**	**indicator**	**AX**	**BI**	**CR**	**EN**	**IR**	**MO**	**OF**	**PEOU**	**PL**	**PU**	**RS**	**SE**	**TA**	**TB**	**TI**	**TU**	**WE**
0.8834	0.0912	43.2139	**AX-1**	**0.8834**	-0.0558	-0.2375	-0.1257	-0.1772	-0.0956	0.0069	-0.443	-0.0792	-0.0322	-0.4344	-0.6237	0.0883	0.0912	0.0523	0.0117	-0.0764
0.8591	0.0678	16.3268	**AX-2**	**0.8591**	0.0278	-0.0537	-0.0519	-0.0563	-0.0631	0.0173	-0.308	-0.1062	0.0298	-0.3704	-0.4058	0.0678	0.0284	-0.001	0.0581	-0.0096
0.8305	0.0923	11.8171	**AX-3**	**0.8305**	-0.0082	-0.0653	-0.0696	-0.1085	-0.0503	-0.0123	-0.2969	-0.111	-0.0343	-0.3613	-0.4609	0.0923	0.0772	0.0767	0.0573	0.0297
0.8981	0.1718	39.1925	**AX-4**	**0.8981**	0.074	-0.0664	0.0207	-0.0199	0.0645	0.0961	-0.3184	-0.0254	0.1173	-0.396	-0.651	0.1446	0.0948	0.1054	0.1718	0.0596
0.945	0.7147	95.5544	**BIC-1**	0.0267	**0.945**	0.3246	0.2197	0.2548	0.3213	0.1804	0.2405	0.2759	0.7147	0.2408	-0.0813	0.208	0.1341	0.1563	0.2223	0.2869
0.966	0.7226	176.0755	**BIC-2**	0.0251	**0.966**	0.3568	0.231	0.2543	0.3048	0.1494	0.2413	0.2844	0.7226	0.2403	-0.0662	0.2589	0.1545	0.2017	0.2585	0.2983
0.9332	0.7112	56.5139	**BIC-3**	-0.0398	**0.9332**	0.3552	0.2045	0.2251	0.2627	0.1058	0.29	0.2505	0.7112	0.237	0.0397	0.2748	0.134	0.1888	0.2242	0.334
0.8925	0.3702	32.3032	**CR-1**	-0.0958	0.3702	**0.8925**	0.2282	0.236	0.2952	0.2519	0.2068	0.2214	0.3321	0.2274	0.1202	0.0441	0.1041	0.0876	0.2141	0.2755
0.9003	0.3323	38.6827	**CR-2**	-0.1208	0.3044	**0.9003**	0.2899	0.3042	0.3323	0.2282	0.1813	0.1726	0.3294	0.2533	0.1495	0.0354	0.0108	0.0961	0.2244	0.2702
0.8092	0.3957	20.7756	**CR-3**	-0.1402	0.2726	**0.8092**	0.3957	0.2691	0.3254	0.2464	0.1443	0.1177	0.3158	0.2382	0.1794	0.0341	0.0588	0.0665	0.2949	0.2777
0.9469	0.5903	17.6726	**EN-1**	-0.0776	0.1677	0.3347	**0.9469**	0.539	0.5903	0.2488	0.0316	0.0744	0.1944	0.2029	-0.037	0.0632	0.0058	0.1247	0.2566	0.5662
0.956	0.6319	17.4463	**EN-2**	-0.0623	0.1723	0.3311	**0.956**	0.4763	0.6319	0.3147	0.0063	0.0719	0.2076	0.1884	-0.0431	0.0665	0.0186	0.1336	0.2067	0.5894
0.9591	0.6694	17.7162	**EN-3**	-0.0678	0.287	0.334	**0.9591**	0.4821	0.6694	0.2887	0.0593	0.1728	0.2988	0.1806	-0.0302	0.0629	0.0973	0.1145	0.2286	0.585
0.9002	0.4079	37.5772	**IR-1**	-0.1577	0.2175	0.2326	0.4079	**0.9002**	0.3962	0.201	0.1319	0.0815	0.2558	0.1809	0.034	0.0578	-0.0045	0.1103	0.2791	0.3925
0.9315	0.5283	69.5737	**IR-2**	-0.0694	0.2523	0.31	0.5194	**0.9315**	0.4401	0.2795	0.1585	0.0777	0.3352	0.2077	-0.0084	0.0509	0.023	0.1185	0.2871	0.5283
0.9217	0.4516	53.4775	**IR-3**	-0.0864	0.2504	0.2867	0.4516	**0.9217**	0.3651	0.1755	0.1243	0.1051	0.2534	0.266	0.041	0.034	0.0027	0.0433	0.2336	0.4468
0.8197	0.4935	17.8393	**IR-4**	-0.1072	0.1898	0.2869	0.4935	**0.8197**	0.3743	0.1687	0.1717	0.099	0.1543	0.2625	0.078	-0.0762	-0.1063	-0.0882	0.2055	0.3785
0.8838	0.6433	19.6814	**MO-1**	-0.0322	0.271	0.3379	0.6169	0.4083	**0.8838**	0.4001	0.0572	0.0375	0.2537	0.1283	-0.0373	0.1051	0.1163	0.1817	0.2701	0.6433
0.9457	0.6309	56.5085	**MO-2**	-0.0231	0.3071	0.3321	0.6309	0.4183	**0.9457**	0.4245	0.0554	0.0576	0.3473	0.1783	-0.0698	0.17	0.1877	0.1897	0.2765	0.6244
0.5218	0.3526	4.0752	**MO-3**	-0.1109	0.1393	0.1997	0.2849	0.1918	**0.5218**	0.2546	0.1655	-0.0368	0.1151	0.327	0.1249	0.1784	0.1063	0.0594	0.1779	0.3526
0.9406	0.4505	66.5924	**OF-1**	0.0225	0.2252	0.2869	0.3207	0.2848	0.436	**0.9406**	-0.0762	0.0441	0.3037	0.2048	-0.0675	0.1352	0.1487	0.1837	0.2392	0.4505
0.9451	0.4231	50.9497	**OF-2**	0.0236	0.1293	0.2958	0.2416	0.2086	0.4231	**0.9451**	-0.1058	0.0233	0.2327	0.2033	-0.0259	0.1379	0.1761	0.1797	0.2307	0.3796
0.8048	0.3237	14.5152	**OF-3**	0.061	-0.0033	0.1248	0.1958	0.118	0.3237	**0.8048**	-0.209	-0.0123	0.1396	0.1283	0.0066	0.0868	0.1479	0.1713	0.0848	0.2199
0.9027	0.4275	43.4278	**OF-4**	0.0173	0.1248	0.2476	0.2844	0.2005	0.4275	**0.9027**	-0.1221	0.0231	0.2567	0.091	-0.0001	0.1396	0.1961	0.215	0.2386	0.381
0.7751	0.5736	21.2754	**PC-1**	-0.0323	0.5736	0.2793	0.2302	0.3182	0.2723	0.1318	0.1556	0.1836	**0.7751**	0.2106	-0.032	0.1837	0.1591	0.1165	0.1278	0.2662
0.7427	0.5587	17.0696	**PC-2**	-0.0213	0.5587	0.2571	0.2927	0.2751	0.3198	0.16	0.1836	0.1662	**0.7427**	0.1185	0.0379	0.2287	0.1401	0.2276	0.2133	0.3305
0.7549	0.5343	16.4539	**PC-3**	0.0046	0.5343	0.3376	0.2242	0.2286	0.2643	0.3298	0.1107	0.0688	**0.7549**	0.1264	-0.0602	0.1693	0.1648	0.1158	0.2532	0.2184
0.7545	0.5775	18.8405	**PC-5**	0.0903	0.5775	0.2752	0.06	0.1068	0.1532	0.2109	0.1395	0.2456	**0.7545**	0.0757	-0.1407	0.1877	0.2172	0.2334	0.1865	0.1966
0.8128	0.6505	33.8018	**PC-6**	0.0301	0.6505	0.2942	0.1716	0.2038	0.2348	0.2175	0.2295	0.2502	**0.8128**	0.1207	-0.0421	0.3205	0.2617	0.2274	0.2626	0.2932
0.8103	0.2543	19.8841	**PEC-1**	-0.1828	0.2439	0.1491	0.0406	0.1037	0.0805	-0.1169	**0.8103**	0.1895	0.2543	0.1577	0.0836	0.139	0.0504	0.0631	0.2215	0.0882
0.8885	0.3807	45.6728	**PEC-2**	-0.4717	0.2316	0.188	0.0503	0.1745	0.1168	-0.125	**0.8885**	0.2333	0.1638	0.3807	0.3677	0.024	-0.0366	0.0129	0.0994	0.0913
0.8988	0.2745	46.0636	**PEC-3**	-0.3452	0.2357	0.1912	0.005	0.127	0.0199	-0.0891	**0.8988**	0.1974	0.1631	0.2745	0.2584	0.1366	0.0903	0.1104	0.2151	0.1456
0.7916	0.1846	9.7017	**PL-1**	-0.0422	0.1846	0.0937	0.058	0.0412	0.0106	-0.0332	0.177	**0.7916**	0.1344	0.0981	-0.0169	0.0834	0.0993	0.0295	0.0363	0.0344
0.9529	0.33	16.1295	**PL-2**	-0.0705	0.2906	0.1963	0.1181	0.0988	0.0533	0.0259	0.2634	**0.9529**	0.2561	0.33	-0.0121	0.1272	0.0976	0.048	0.0297	0.0668
0.7622	0.2506	8.0511	**PL-3**	-0.1267	0.1773	0.1877	0.1124	0.1352	0.0313	0.0704	0.0886	**0.7622**	0.1878	0.2506	0.103	0.1687	0.1255	0.1406	0.1087	0.0923
0.9131	0.3318	15.2463	**PL-4**	-0.1045	0.2859	0.205	0.129	0.089	0.0388	0.0477	0.228	**0.9131**	0.2295	0.3318	0.0139	0.0838	0.0886	0.0524	0.0321	0.0544
0.6441	0.4038	5.5165	**RS-4**	-0.4353	-0.0019	0.2472	0.0621	0.0902	0.0754	0.1358	0.256	0.1309	0.011	**0.6441**	0.4038	-0.0461	-0.0514	-0.0444	-0.0158	0.0664
0.8151	0.3261	9.534	**RS-5**	-0.284	0.3261	0.2509	0.2314	0.2675	0.2565	0.1536	0.2653	0.2771	0.196	**0.8151**	0.268	-0.0184	-0.0643	-0.1268	0.0421	0.1938
0.8229	0.2881	10.9094	**RS-6**	-0.312	0.2541	0.1152	0.1547	0.2061	0.154	0.1104	0.2204	0.2881	0.1846	**0.8229**	0.2289	-0.0827	-0.064	-0.1842	-0.0542	0.1107
0.9003	0.3478	28.3561	**SE-1**	-0.5404	-0.0279	0.2556	-0.014	0.0532	-0.0118	-0.0021	0.2725	0	-0.0089	0.3478	**0.9003**	-0.1239	-0.1151	-0.1287	-0.0808	-0.0899
0.9301	0.3502	59.9476	**SE-2**	-0.6071	-0.062	0.1447	-0.0223	0.0398	-0.0128	-0.0174	0.26	-0.0373	-0.0881	0.3502	**0.9301**	-0.0732	-0.0426	-0.0422	-0.1358	-0.0473
0.8237	0.3659	15.4854	**SE-3**	-0.5184	-0.0096	0.0453	-0.0665	-0.0134	-0.0621	-0.0642	0.2448	0.0653	-0.0674	0.3659	**0.8237**	-0.019	-0.035	-0.0183	-0.0714	-0.0049
0.8434	0.7451	20.7225	**TA-1**	0.0454	0.2127	0.0829	0.0571	-0.0029	0.1305	0.0687	0.093	0.0171	0.1913	-0.1304	-0.0594	**0.8434**	0.5407	0.7451	0.2716	0.2976
0.9374	0.641	66.3532	**TA-2**	0.1198	0.266	0.0084	0.0475	0.0278	0.1499	0.1241	0.1305	0.1384	0.3162	-0.0006	-0.0842	**0.9374**	0.5925	0.641	0.3345	0.2583
0.8983	0.6689	36.836	**TA-3**	0.1212	0.2117	0.0454	0.0803	0.0551	0.1852	0.1821	0.0502	0.1507	0.2381	-0.0695	-0.0756	**0.8983**	0.5658	0.6689	0.3183	0.2861
0.7058	0.4599	5.8718	**TB-1**	-0.0122	0.0681	-0.047	0.0278	-0.1093	0.0321	0.0502	0.05	0.1212	0.0873	-0.0571	0.0036	0.3857	**0.7058**	0.4599	0.1468	0.123
0.9211	0.6444	15.7353	**TB-2**	0.1094	0.1451	0.0794	0.0569	0.0084	0.1449	0.207	0.0274	0.0994	0.2306	-0.0807	-0.0672	0.5863	**0.9211**	0.6444	0.2799	0.2443
0.9078	0.5938	15.6498	**TB-3**	0.0758	0.1401	0.0768	0.0399	0.0098	0.2042	0.1622	0.0233	0.0903	0.2533	-0.0637	-0.0875	0.5938	**0.9078**	0.5811	0.2418	0.2337
0.8744	0.6636	26.4443	**TI-1**	0.0056	0.1535	0.0552	0.0887	0.0723	0.1769	0.1961	0.0436	0.0542	0.2059	-0.1045	0.003	0.6035	0.6636	**0.8744**	0.3025	0.3501
0.904	0.7053	32.014	**TI-2**	0.0723	0.1558	0.127	0.0928	0.0331	0.1613	0.1981	0.0288	0.0272	0.1813	-0.1385	-0.037	0.7053	0.624	**0.904**	0.3018	0.3205
0.8885	0.7035	30.1972	**TI-3**	0.1062	0.2079	0.0699	0.1123	0.0539	0.1498	0.1643	0.0736	0.0691	0.2721	-0.1637	-0.1423	0.7035	0.5643	**0.8885**	0.3568	0.3623
0.8591	0.6488	16.1421	**TI-4**	0.0708	0.1343	0.0823	0.1318	0.0426	0.1707	0.1399	0.1298	0.0989	0.1482	-0.1521	-0.0356	0.6488	0.5277	**0.8591**	0.2815	0.3204
0.8637	0.629	25.0331	**TI-5**	0.0281	0.1699	0.0982	0.1431	0.1089	0.1985	0.211	0.0318	0.034	0.209	-0.1064	-0.074	0.629	0.5459	**0.8637**	0.3345	0.3285
0.8368	0.3075	21.4175	**TU-1**	0.0269	0.2412	0.2834	0.1894	0.2183	0.2036	0.1514	0.184	0.0389	0.2306	0.0111	-0.0564	0.2773	0.2368	0.3075	**0.8368**	0.2757
0.8363	0.3259	20.0086	**TU-2**	-0.0222	0.2506	0.2766	0.2575	0.3259	0.3217	0.2597	0.1761	0.0164	0.2613	0.077	-0.0615	0.1857	0.1162	0.1838	**0.8363**	0.3229
0.759	0.3346	13.2748	**TU-3**	0.1223	0.1322	0.103	0.1284	0.1441	0.1813	0.1585	0.1304	0.0591	0.1797	-0.0913	-0.0995	0.3128	0.2731	0.3346	**0.759**	0.256
0.7553	0.3871	9.6288	**TU-4**	0.1757	0.1383	0.1992	0.1702	0.1922	0.238	0.1627	0.1226	0.0448	0.1846	-0.0662	-0.1499	0.3807	0.2979	0.3871	**0.7553**	0.3683
0.8913	0.6528	34.4351	**WE-1**	0.0291	0.3489	0.3374	0.5169	0.4421	0.6528	0.4206	0.1261	0.0797	0.3588	0.1744	0.0022	0.292	0.2288	0.3546	0.3532	**0.8913**
0.9181	0.6251	36.8552	**WE-2**	-0.0023	0.2506	0.2463	0.5631	0.4877	0.6251	0.3724	0.1219	0.0414	0.2741	0.1507	-0.0851	0.2301	0.2005	0.3032	0.3276	**0.9181**
0.9034	0.5789	33.9615	**WE-3**	-0.0583	0.2586	0.2566	0.5789	0.4208	0.572	0.321	0.085	0.0527	0.2753	0.1142	-0.0825	0.3075	0.2487	0.386	0.349	**0.9034**

Table 71 Expl. analysis comment.: indicator (cross-) loadings – resulting model

minimum loading assigned LV	maximum cross-loading		lowest indicator loading for LV	0.8306	0.9332	0.8092	0.8196	0.8049	0.8149	0.7621	0.7429	0.8434
0.7429	0.7226		highest indicator cross-loading for LV	0.1212	0.6505	0.3568	0.3182	0.3298	0.2901	0.2844	0.7226	0.3205
loading assigned LV	**max loading other LVs**	**T-value**	**indicator**	**AX**	**BI**	**CR**	**IR**	**OF**	**PEOU**	**PL**	**PU**	**TA**
0.8835	0.0883	43.8043	**AX-1**	**0.8835**	-0.0558	-0.2375	-0.1771	0.007	-0.4411	-0.0792	-0.032	0.0883
0.8591	0.0678	18.2477	**AX-2**	**0.8591**	0.0278	-0.0537	-0.0563	0.0173	-0.3062	-0.1062	0.0298	0.0678
0.8306	0.0923	12.4016	**AX-3**	**0.8306**	-0.0082	-0.0653	-0.1085	-0.0123	-0.2954	-0.111	-0.0342	0.0923
0.898	0.1446	47.5568	**AX-4**	**0.898**	0.074	-0.0664	-0.0199	0.0961	-0.3158	-0.0254	0.1174	0.1446
0.945	0.7147	99.7928	**BIC-1**	0.0266	**0.945**	0.3246	0.2548	0.1803	0.2409	0.2759	0.7147	0.208
0.966	0.7226	187.0949	**BIC-2**	0.025	**0.966**	0.3568	0.2543	0.1493	0.2417	0.2844	0.7226	0.2589
0.9332	0.7112	56.5229	**BIC-3**	-0.0399	**0.9332**	0.3552	0.2251	0.1058	0.2901	0.2505	0.7112	0.2748
0.8925	0.3702	25.8737	**CR-1**	-0.0958	0.3702	**0.8925**	0.236	0.2519	0.2069	0.2213	0.332	0.0441
0.9003	0.3294	28.2974	**CR-2**	-0.1209	0.3044	**0.9003**	0.3042	0.2282	0.1809	0.1725	0.3294	0.0354
0.8092	0.3158	19.6967	**CR-3**	-0.1403	0.2726	**0.8092**	0.2691	0.2463	0.144	0.1177	0.3158	0.0341
0.9002	0.2555	38.6763	**IR-1**	-0.1578	0.2175	0.2326	**0.9002**	0.2009	0.1313	0.0815	0.2555	0.0578
0.9315	0.3351	70.1927	**IR-2**	-0.0695	0.2523	0.31	**0.9315**	0.2795	0.1583	0.0777	0.3351	0.0509
0.9217	0.2867	53.3779	**IR-3**	-0.0865	0.2504	0.2867	**0.9217**	0.1755	0.1237	0.1051	0.2531	0.034
0.8196	0.2869	17.4603	**IR-4**	-0.1073	0.1898	0.2869	**0.8196**	0.1687	0.1715	0.099	0.154	-0.0762
0.9406	0.3038	64.7793	**OF-1**	0.0224	0.2252	0.2869	0.2849	**0.9406**	-0.0758	0.044	0.3038	0.1352
0.9451	0.2958	63.6182	**OF-2**	0.0235	0.1293	0.2958	0.2086	**0.9451**	-0.1056	0.0233	0.2327	0.1379
0.8049	0.1398	14.6433	**OF-3**	0.061	-0.0033	0.1248	0.118	**0.8049**	-0.2096	-0.0123	0.1398	0.0868
0.9027	0.2567	44.0041	**OF-4**	0.0173	0.1248	0.2476	0.2005	**0.9027**	-0.1226	0.0231	0.2567	0.1396
0.7744	0.5736	21.1159	**PC-1**	-0.0324	0.5736	0.2793	0.3182	0.1318	0.1559	0.1836	**0.7744**	0.1837
0.7429	0.5587	17.2972	**PC-2**	-0.0213	0.5587	0.2571	0.2751	0.16	0.1841	0.1662	**0.7429**	0.2287
0.7549	0.5343	16.7263	**PC-3**	0.0045	0.5343	0.3376	0.2286	0.3298	0.1111	0.0688	**0.7549**	0.1693
0.7552	0.5775	19.9341	**PC-5**	0.0902	0.5775	0.2752	0.1068	0.2109	0.1407	0.2456	**0.7552**	0.1877
0.8127	0.6505	33.0123	**PC-6**	0.03	0.6505	0.2942	0.2038	0.2174	0.2309	0.2502	**0.8127**	0.3205
0.8149	0.2543	20.7155	**PEC-1**	-0.1828	0.2439	0.1491	0.1037	-0.1169	**0.8149**	0.1895	0.2543	0.139
0.8853	0.2333	43.2579	**PEC-2**	-0.4717	0.2316	0.188	0.1745	-0.125	**0.8853**	0.2333	0.1637	0.024
0.8987	0.2357	48.5759	**PEC-3**	-0.3453	0.2357	0.1912	0.127	-0.0891	**0.8987**	0.1974	0.163	0.1366
0.7918	0.1846	9.3412	**PL-1**	-0.0422	0.1846	0.0937	0.0412	-0.0332	0.1771	**0.7918**	0.1344	0.0834
0.9529	0.2906	14.8165	**PL-2**	-0.0705	0.2906	0.1963	0.0988	0.0259	0.2633	**0.9529**	0.2562	0.1272
0.7621	0.1878	9.2071	**PL-3**	-0.1267	0.1773	0.1877	0.1352	0.0704	0.0883	**0.7621**	0.1878	0.1687
0.913	0.2859	13.7273	**PL-4**	-0.1046	0.2859	0.205	0.089	0.0477	0.2276	**0.913**	0.2296	0.0838
0.8434	0.2127	18.5513	**TA-1**	0.0454	0.2127	0.0829	-0.0029	0.0687	0.0936	0.0171	0.1913	**0.8434**
0.9373	0.3161	66.5952	**TA-2**	0.1198	0.266	0.0084	0.0278	0.1241	0.1314	0.1384	0.3161	**0.9373**
0.8983	0.2381	39.4064	**TA-3**	0.1212	0.2117	0.0454	0.0552	0.1821	0.0512	0.1507	0.2381	**0.8983**

Table 72 Expl. analysis commenting: AVE, composite reliability - initial check

	AVE	Composite Reliability
AX	0.7537	0.9244
BI	0.899	0.9639
CR	0.754	0.9017
EN	0.9101	0.9681
IR	0.7999	0.941
MO	0.6493	0.8401
OF	0.8102	0.9445
PEOU	0.7512	0.9004
PL	0.7373	0.9176
PU	0.5904	0.8781
RS	0.5855	0.8073
SE	0.7847	0.916
TA	0.7989	0.9225
TB	0.7235	0.8856
TI	0.771	0.9439
TU	0.6365	0.8748
WE	0.8178	0.9309

Table 73 Expl. analysis comment.: AVE, composite reliability - resulting model

	AVE	Composite Reliability
AX	0.7537	0.9244
BI	0.899	0.9639
CR	0.754	0.9017
IR	0.7999	0.941
OF	0.8102	0.9445
PEOU	0.7519	0.9007
PL	0.7373	0.9176
PU	0.5904	0.8781
TA	0.7989	0.9225

Table 74 Expl. analysis commenting: Fornell/Larcker criterion - initial check

LV correlations																	
	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE
AX	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BI	0.0042	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CR	-0.1366	0.3645	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EN	-0.0722	0.2304	0.3491	1	0	0	0	0	0	0	0	0	0	0	0	0	0
IR	-0.1131	0.2581	0.3106	0.5197	1	0	0	0	0	0	0	0	0	0	0	0	0
MO	-0.0473	0.3124	0.3656	0.6665	0.4422	1	0	0	0	0	0	0	0	0	0	0	0
OF	0.0298	0.1531	0.2789	0.2989	0.2389	0.4541	1	0	0	0	0	0	0	0	0	0	0
PEOU	-0.4044	0.2713	0.205	0.0376	0.1605	0.0862	-0.1275	1	0	0	0	0	0	0	0	0	0
PL	-0.0916	0.2851	0.1974	0.1211	0.0984	0.0413	0.0271	0.2408	1	0	0	0	0	0	0	0	0
PU	0.0185	0.7554	0.3754	0.2543	0.2945	0.3235	0.2728	0.2158	0.2402	1	0	0	0	0	0	0	0
RS	-0.4543	0.2525	0.276	0.198	0.248	0.2156	0.1775	0.328	0.3031	0.1697	1	0	0	0	0	0	0
SE	-0.6272	-0.0379	0.1718	-0.0376	0.0313	-0.0316	-0.0302	0.293	0.0091	-0.0607	0.3999	1	0	0	0	0	0
TA	0.1123	0.2609	0.0437	0.0671	0.0318	0.1734	0.1426	0.1057	0.1235	0.2878	-0.0621	-0.0834	1	0	0	0	0
TB	0.086	0.1486	0.0668	0.0509	-0.0101	0.1745	0.1849	0.0329	0.1119	0.2479	-0.0788	-0.0741	0.6336	1	0	0	0
TI	0.0666	0.1923	0.0964	0.1288	0.0724	0.1939	0.208	0.0673	0.0634	0.2406	-0.1521	-0.0734	0.7511	0.6666	1	0	0
TU	0.0798	0.2479	0.2807	0.2408	0.2864	0.3019	0.2347	0.1957	0.0468	0.2733	-0.0086	-0.1086	0.3477	0.2751	0.3645	1	0
WE	-0.0076	0.3232	0.3161	0.6086	0.4976	0.6865	0.4162	0.1244	0.0664	0.341	0.165	-0.0552	0.3078	0.2506	0.386	0.3811	1
squared LV correlations, AVE (in diagonal, bold)																	
	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE
AX	**0.7537**	0.0000	0.0187	0.0052	0.0128	0.0022	0.0009	0.1635	0.0084	0.0003	0.2064	0.3934	0.0126	0.0074	0.0044	0.0064	0.0001
BI	0.0000	**0.8990**	0.1329	0.0531	0.0666	0.0976	0.0234	0.0736	0.0813	0.5706	0.0638	0.0014	0.0681	0.0221	0.0370	0.0615	0.1045
CR	0.0187	0.1329	**0.7540**	0.1219	0.0965	0.1337	0.0778	0.0420	0.0390	0.1409	0.0762	0.0295	0.0019	0.0045	0.0093	0.0788	0.0999
EN	0.0052	0.0531	0.1219	**0.9101**	0.2701	0.4442	0.0893	0.0014	0.0147	0.0647	0.0392	0.0014	0.0045	0.0026	0.0166	0.0580	0.3704
IR	0.0128	0.0666	0.0965	0.2701	**0.7999**	0.1955	0.0571	0.0258	0.0097	0.0867	0.0615	0.0010	0.0010	0.0001	0.0052	0.0820	0.2476
MO	0.0022	0.0976	0.1337	0.4442	0.1955	**0.6493**	0.2062	0.0074	0.0017	0.1047	0.0465	0.0010	0.0301	0.0305	0.0376	0.0911	0.4713
OF	0.0009	0.0234	0.0778	0.0893	0.0571	0.2062	**0.8102**	0.0163	0.0007	0.0744	0.0315	0.0009	0.0203	0.0342	0.0433	0.0551	0.1732
PEOU	0.1635	0.0736	0.0420	0.0014	0.0258	0.0074	0.0163	**0.7512**	0.0580	0.0466	0.1076	0.0858	0.0112	0.0011	0.0045	0.0383	0.0155
PL	0.0084	0.0813	0.0390	0.0147	0.0097	0.0017	0.0007	0.0580	**0.7373**	0.0577	0.0919	0.0001	0.0153	0.0125	0.0040	0.0022	0.0044
PU	0.0003	0.5706	0.1409	0.0647	0.0867	0.1047	0.0744	0.0466	0.0577	**0.5904**	0.0288	0.0037	0.0828	0.0615	0.0579	0.0747	0.1163
RS	0.2064	0.0638	0.0762	0.0392	0.0615	0.0465	0.0315	0.1076	0.0919	0.0288	**0.5855**	0.1599	0.0039	0.0062	0.0231	0.0001	0.0272
SE	0.3934	0.0014	0.0295	0.0014	0.0010	0.0010	0.0009	0.0858	0.0001	0.0037	0.1599	**0.7847**	0.0070	0.0055	0.0054	0.0118	0.0030
TA	0.0126	0.0681	0.0019	0.0045	0.0010	0.0301	0.0203	0.0112	0.0153	0.0828	0.0039	0.0070	**0.7989**	0.4014	0.5642	0.1209	0.0947
TB	0.0074	0.0221	0.0045	0.0026	0.0001	0.0305	0.0342	0.0011	0.0125	0.0615	0.0062	0.0055	0.4014	**0.7235**	0.4444	0.0757	0.0628
TI	0.0044	0.0370	0.0093	0.0166	0.0052	0.0376	0.0433	0.0045	0.0040	0.0579	0.0231	0.0054	0.5642	0.4444	**0.7710**	0.1329	0.1490
TU	0.0064	0.0615	0.0788	0.0580	0.0820	0.0911	0.0551	0.0383	0.0022	0.0747	0.0001	0.0118	0.1209	0.0757	0.1329	**0.6365**	0.1452
WE	0.0001	0.1045	0.0999	0.3704	0.2476	0.4713	0.1732	0.0155	0.0044	0.1163	0.0272	0.0030	0.0947	0.0628	0.1490	0.1452	**0.8178**
max	0.7537	0.8990	0.7540	0.9101	0.7999	0.6493	0.8102	0.7512	0.7373	0.5904	0.5855	0.7847	0.7989	0.7235	0.7710	0.6365	0.8178

Table 75 Expl. analysis commenting: Fornell/Larcker criterion - resulting model

LV correlations									
	AX	BI	CR	IR	OF	PEOU	PL	PU	TA
AX	1	0	0	0	0	0	0	0	0
BI	0.0041	1	0	0	0	0	0	0	0
CR	-0.1367	0.3645	1	0	0	0	0	0	0
IR	-0.1131	0.2581	0.3106	1	0	0	0	0	0
OF	0.0297	0.153	0.2788	0.2389	1	0	0	0	0
PEOU	-0.4022	0.2716	0.2048	0.16	-0.1275	1	0	0	0
PL	-0.0916	0.2851	0.1974	0.0983	0.0271	0.2406	1	0	0
PU	0.0186	0.7554	0.3754	0.2943	0.2728	0.2168	0.2403	1	0
TA	0.1123	0.2609	0.0437	0.0318	0.1425	0.1067	0.1234	0.2877	1
squared LV correlations, AVE (in diagonal, bold)									
	AX	BI	CR	IR	OF	PEOU	PL	PU	TA
AX	**0.7537**	0.0000	0.0187	0.0128	0.0009	0.1618	0.0084	0.0003	0.0126
BI	0.0000	**0.8990**	0.1329	0.0666	0.0234	0.0738	0.0813	0.5706	0.0681
CR	0.0187	0.1329	**0.7540**	0.0965	0.0777	0.0419	0.0390	0.1409	0.0019
IR	0.0128	0.0666	0.0965	**0.7999**	0.0571	0.0256	0.0097	0.0866	0.0010
OF	0.0009	0.0234	0.0777	0.0571	**0.8102**	0.0163	0.0007	0.0744	0.0203
PEOU	0.1618	0.0738	0.0419	0.0256	0.0163	**0.7519**	0.0579	0.0470	0.0114
PL	0.0084	0.0813	0.0390	0.0097	0.0007	0.0579	**0.7373**	0.0577	0.0152
PU	0.0003	0.5706	0.1409	0.0866	0.0744	0.0470	0.0577	**0.5904**	0.0828
TA	0.0126	0.0681	0.0019	0.0010	0.0203	0.0114	0.0152	0.0828	**0.7989**
max	0.7537	0.8990	0.7540	0.7999	0.8102	0.7519	0.7373	0.5904	0.7989

Table 76 Exploratory analysis commenting: significance of paths - initial check

relationship	T value	significance
AX -> PEOU	3.3611	$p \leq 0.001$
CR -> PU	2.8585	$p \leq 0.01$
EN -> PU	0.0349	insignificant
IR -> PU	1.5986	insignificant
MO -> PU	0.48	insignificant
OF -> PU	1.6097	insignificant
PEOU -> BI	2.4225	$p \leq 0.05$
PEOU -> PU	2.019	$p \leq 0.05$
PL -> PEOU	2.9123	$p \leq 0.01$
PU -> BI	22.7988	$p \leq 0.001$
RS -> PEOU	1.4343	insignificant
SE -> PEOU	0.7121	insignificant
TA -> PU	2.022	$p \leq 0.05$
TB -> PU	1.1933	insignificant
TI -> PU	0.8001	insignificant
TU -> PU	0.2045	insignificant
WE -> PU	0.3925	insignificant

Table 77 Expl. analysis commenting: significance of paths - resulting model

relationship	T value	significance
AX -> PEOU	5.6188	$p \leq 0.001$
CR -> PU	3.2872	$p \leq 0.01$
IR -> PU	2.3112	$p \leq 0.05$
OF -> PU	2.1074	$p \leq 0.05$
PEOU -> BI	2.3257	$p \leq 0.05$
PEOU -> PU	2.0956	$p \leq 0.05$
PL -> PEOU	3.3649	$p \leq 0.001$
PU -> BI	21.614	$p \leq 0.001$
TA -> PU	3.6935	$p \leq 0.001$

Table 78 Exploratory analysis commenting: Q^2 - resulting model

	Q^2
PEOU	0.1442
PU	0.1634
BI	0.5212

10.5.3 Blogging leisure-blogs

Removal of indicators with lowest loadings (*step 3* in *section 10.3.5*)

Model fitting started with the entire model examined in *section 10.4.3* and the removal of indicators as introduced as *step 3* in *section 10.3.5.*

Following indicators, each loading lowest in the respective model, were removed. After each removal a new PLS-run was executed:

- SE-5 (item loading 0.3167)
- RS-7 (item loading 0.3459)
- RS-2 (item loading 0.3674)
- TB-1 (item loading 0.4025)
- SE-6 (item loading 0.4156)
- RS-5 (item loading 0.4848)
- RS-6 (item loading 0.3948)
- PB-4 (item loading 0.68)
  – this indicator was removed because the item loading was below 0.707 and the indicator assigned to a mediating LV (PU). For measurement of PU 5 other indicators remained in the model.

Detailed examination of this initial model (*step 4* in *section 10.3.5*)

For the obtained model indicator cross-loadings were checked and found that each indicator loaded highest on its assigned LV – see *Table 79.*

Composite reliability ρ_c for each LV was found above 0.7 and AVE for each LV above 0.5 – see *Table 82*.

The Fornell/Larcker criterion for discriminant validity was fulfilled – see *Table 85*.

Execution of the bootstrap algorithm ('cases' = 185, 'samples' = 1000) provided T-values for the indicator loadings and path coefficients. T-values for all indicator loadings were above 1.96 (i.e. $p \leq 0.05$) – see *Table 79.*

Actual model reduction (*step 5* in *section 10.3.5*)

Some hypothesized relationships were found insignificant – see *Table 88*.

Model fitting was done by at each time (1) executing the bootstrap algorithm, (2) identifying the path with the lowest T-value in the model and (3-a) removing the exogenous LV with the most insignificant outgoing path or (3-b) removing the indicator with weakest loading assigned to such an LV or (3-c) removing the insignificant path outgoing from such an LV (see *step 5* in *section 10.3.5*). Changes were done in following order:

1. LV WE removed

   - the relationship WE → PU showed the lowest T-value (0.3962). The LV WE was removed from the model because the indicators (WE-1, WE-2 and WE-3) showed high comparable item loadings (0.9012, 0.9154 and 0.8923).

2. Indicator OF-3 removed

   - The relationship OF → PU showed the lowest T-value (0.6707). The item wording of OF-3 was more complex than that of OF-1, OF-2 and OF-4. The item loading of OF-3 (0.7469) was significantly lower than for the others (OF-1 0.9574, OF-2 0.9499 and OF-4 0.8950)

3. LV OF removed

   - The relationship OF → PU showed the lowest T-value (0.6919). The LV OF was removed from the model because the indicators OF-1, OF-2 and OF-4 each showed high indicator loadings.

4. LV TB removed

   - The relationship TB → PU showed the lowest T-value (0.9739). For measurement of TB only 2 indicators (TB-2, TB-3) were in the model and showed high loadings (0.871, 0.962), therefore the LV TB was removed.

5. LV EN removed

   - The relationship EN → PU showed the lowest T-value (0.1395). For measurement of EN 3 indicators (EN-1, EN-2, EN-3) were in the model and showed high loadings (0.956, 0.960, 0.949), therefore the LV EN was removed.

6. Indicator MO-3 removed

   - The relationship MO → PU showed the lowest T-value (1.1521). In comparison indicators MO-1 and MO-2 showed significantly higher loadings (0.914, 0.908) than indicator MO-3 (0.542). As items MO-1 and MO-2 were more specific in item wording, they probably induced clearer responses than item MO-3.

7. LV MO removed

   - The relationship MO → PU showed the lowest T-value (0.8043). For measurement of MO only 2 indicators (MO-1, MO-2) were in the model and showed high loadings (0.949, 0.913), therefore the LV MO was removed.

8. Path PEOU → PU removed

   - The path PEOU → PU showed the lowest T-value (1.5666). The indicators for PEOU and PU showed high loadings - PU indicators in the range 0.847 to 0.888 and PEOU indicators in the range 0.872 to 0.937 - therefore the path PEOU → PU was removed.

9. Indicator IR-4 removed

   - The relationship IR → PU showed the lowest T-value (1.7879). In comparison indicators IR-1, IR-2 and IR-3 showed higher loadings (0.899, 0.907, 0.923) than indicator IR-4 (0.856). While items IR-1, IR-2 and IR-3 referred to others´ benefits from one´s participation, item IR-4 asked regarding the supportiveness of one´s content for others.

10. LV IR removed

    - The relationship IR → PU showed the lowest T-value (1.8801). For measurement of IR 3 indicators (IR-1, IR-2, IR-3) were in the model and showed high loadings (0.920, 0.930, 0.920), therefore the LV IR was removed.

11. LV TI removed

    - The relationship TI → PU showed the lowest T-value (2.0505) which meant that all relationships in the model were significant. The relationship TI → PU was hypothesized as positive relationship but showed a negative path coefficient (-0.202). Thus the relationship TI → PU did not correspond to the postulated hypothesis and the theories behind (*section 6.2.5.2*). Proposing this relationship for the resulting model would have been purely data driven. Therefore in the course of obtaining a resulting model LV TI was removed. Nevertheless a model including TI → PU was later on tested and documented as interim model.

12. LV TA removed

    - The relationship TA → PU showed the lowest T-value (1.2312). The indicator loadings were: TA-1 0.842, TA-2 0.937 and TA-3 0.900.

13. Indicators PL-1 and SE-4 removed

    - After removal of LV TA only significant relationships with at least $p \leq 0.05$ remained in the model. The indicator PL-1 was removed because in a group of 4 PL-indicators it showed a significantly lower loading (PL-1 0.697, PL-2 0.949, PL-3 0.824 and PL-4 0.926). Regarding item wording, perceiving oneself as spontaneous (PL-1) might significantly different from being imaginative and full of ideas (PL-2), flexible (PL-3) or creative (PL-4).

    - Initially 6 indicators were assigned to the LV SE (C/I self efficacy). In literature items were found addressing one´s self-confidence towards task-completion in dependence of others (indicators SE-4, SE-5 and SE-6) and indicators addressing one´s self-confidence as autodidact (indicators SE-1, SE-2 and SE-3). Indicators SE-5 and SE-6 were removed previously and SE-4 was the last of the first group showing a significantly weaker loading (0.555) than the other indicators (SE-1 0.880, SE-2 0.915 and SE-3 0.815).

After these steps the resulting model showed T-values > 1.96 for all relationships and indicator loadings above 0.707 for all indicators.

Detailed examination of the interim model (*step 6* in *section 10.3.5*)

An interim model was found which had all relationships significant but showed a negative relationship between TI and PU, thus contradicting the hypothesis 8b of a positive relationship (*section 6.2.5.2*) and theories behind.

As done with the resulting model, indicators PL-1 and SE-4 were removed. Then the interim model was examined.

Figure 12 in *section 11.4* shows the model diagram of the interim model.

For the obtained interim model indicator cross-loadings were checked – see *Table 80.* Each indicator showed the highest loading with the assigned LV. *Gefen* and *Straub´s* requirement that 'all the loadings of the measurement items on their assigned latent variables should be an order of magnitude larger than any other loading' ([Ge 05]) was fulfilled on a per block basis but not for the overall model because the maximum cross-loading in the model (0.7962) was above the lowest indicator loading (0.7412), which might be considered a shortcoming of minor importance.

Composite reliability ρ_c for each LV was found above 0.7 and average variance extracted AVE for each LV was found above 0.5 – see *Table 83*.

For the interim model the Fornell/Larcker criterion for discriminant validity was fulfilled – see *Table 86*.

In the interim model T-values for all indicator loadings were above 3.291 (i.e. $p \leq 0.001$) – see *Table 80.*

All path coefficients in the interim model were above 0.1 but many of them below 0.2 – see *Table 96* in *section 11.4*.

Assessment of obtained R^2 of mediating and endogenous LVs:

BI: R^2 0.685 ~ substantial

PU: R^2 0.445 ~ (above) average

PEOU: R^2 0.527 ~ (above) average

In the interim model 7 small effects, 1 medium and 2 large effects were found - see *Table 96* in *section 11.4.*

The construct cross-validated redundancies Q^2 for the LVs BI, PU and PEOU were above 0 – see *Table 91*.

Detailed examination of the resulting model (*step 6* in *section 10.3.5*)

Figure 11 in *section 11.4* shows the model diagram of the resulting model.

For the obtained resulting model indicator cross-loadings were checked – see *Table 81.* Each indicator showed the highest loading with the assigned LV. *Gefen* and *Straub´s* requirement that 'all the loadings of the measurement items on their assigned latent variables should be an order of magnitude larger than any other loading' ([Ge 05]) was fulfilled on a per block basis but not for the overall model because the maximum cross-loading in the model (0.7962) was above the lowest indicator loading (0.7413), which might be considered a shortcoming of minor importance.

Composite reliability ρ_c for each LV was found above 0.7 and average variance extracted AVE for each LV was found above 0.5 – see *Table 84*.

For the resulting model the Fornell/Larcker criterion for discriminant validity was fulfilled – see *Table 87*.

In the resulting model T-values for all indicator loadings were above 3.291 (i.e. $p \leq 0.001$) – see *Table 81.*

All path coefficients in the resulting model were above 0.1 but many of them below 0.2 – see *Table 95* in *section 11.4*.

Assessment of obtained R^2 of mediating and endogenous LVs:

BI: R^2 0.685 ~ substantial

PU: R^2 0.422 ~ (above) average

PEOU: R^2 0.527 ~ (above) average

In the resulting model 5 small effects, 1 medium and 2 large effects were found - see *Table 95* in *section 11.4.*

The construct cross-validated redundancies Q^2 for the LVs BI, PU and PEOU were above 0 – see *Table 92*.

Table 79 Expl. analysis blogging: indicator (cross-) loadings – initial check

minimum loading assigned LV	maximum cross-loading		lowest indicator loading for LV	0.8305	0.8967	0.8369	0.9494	0.8565	0.5415	0.7469	0.8725	0.6971	0.846	0.7462	0.5551	0.8423	0.8709	0.8275	0.7412	0.8923
0.5415	0.7963		highest indicator cross-loading for LV	0.1831	0.7541	0.6178	0.6272	0.543	0.6686	0.4318	0.5746	0.3766	0.7963	0.7082	0.7699	0.7051	0.663	0.7561	0.3572	0.6456
loading assigned LV	**max loading other LVs**	**T-value**	**indicator**	**AX**	**BI**	**CR**	**EN**	**IR**	**MO**	**OF**	**PEOU**	**PL**	**PU**	**RS**	**SE**	**TA**	**TB**	**TI**	**TU**	**WE**
0.8793	0.0914	30.0468	**AX-1**	**0.8793**	-0.1822	-0.2395	-0.1276	-0.1857	-0.1002	-0.001	-0.5547	-0.0889	-0.1113	-0.5986	-0.612	0.0885	0.0914	0.0603	0.0149	-0.0741
0.8528	0.0681	20.6724	**AX-2**	**0.8528**	-0.0516	-0.055	-0.051	-0.0572	-0.0673	0.0126	-0.3756	-0.114	0.002	-0.4331	-0.4113	0.0681	0.0443	0.0081	0.0586	-0.0067
0.8305	0.0923	19.6931	**AX-3**	**0.8305**	-0.0792	-0.0697	-0.0672	-0.112	-0.055	-0.0175	-0.4163	-0.1229	-0.0149	-0.4224	-0.4845	0.0923	0.0858	0.0823	0.0601	0.0317
0.9084	0.177	60.6199	**AX-4**	**0.9084**	-0.0376	-0.0651	0.0184	-0.0233	0.059	0.0957	-0.5102	-0.0453	0.0417	-0.5976	-0.6361	0.1448	0.1027	0.1155	0.177	0.0627
0.9675	0.793	184.9276	**BIB-1**	-0.1355	**0.9675**	0.5688	0.2239	0.2636	0.2074	0.122	0.333	0.232	0.793	0.1305	0.0807	0.0186	0.027	-0.04	0.2692	0.1805
0.9745	0.7963	250.0064	**BIB-2**	-0.0867	**0.9745**	0.6099	0.2305	0.265	0.229	0.1324	0.2987	0.2285	0.7963	0.1064	0.049	0.0393	0.0525	0.0056	0.3004	0.2175
0.9442	0.7643	52.4746	**BIB-3**	-0.1106	**0.9442**	0.5436	0.2241	0.2719	0.2566	0.1238	0.288	0.241	0.7643	0.0613	0.0272	0.0508	0.0807	0.012	0.3555	0.2172
0.8967	0.7454	34.4236	**BIB-4**	-0.0694	**0.8967**	0.5762	0.2323	0.2213	0.2339	0.1301	0.2543	0.2446	0.7454	0.0523	0.0063	0.0309	0.0439	-0.0191	0.3336	0.215
0.8822	0.5474	34.5576	**CR-1**	-0.093	0.5474	**0.8822**	0.2268	0.2371	0.2957	0.2647	0.2112	0.2366	0.5414	0.152	0.1049	0.0442	0.1159	0.0922	0.2176	0.278
0.8808	0.4746	32.2847	**CR-2**	-0.1167	0.4421	**0.8808**	0.29	0.3012	0.3368	0.24	0.1919	0.1945	0.4746	0.1882	0.1429	0.0355	0.0223	0.0996	0.2263	0.2724
0.8369	0.6032	32.3529	**CR-3**	-0.1344	0.571	**0.8369**	0.3972	0.2699	0.3267	0.2615	0.218	0.1213	0.6032	0.19	0.1742	0.0339	0.0797	0.0851	0.2988	0.2786
0.9559	0.5865	66.8411	**EN-1**	-0.0725	0.2182	0.344	**0.9559**	0.543	0.5865	0.2526	-0.0083	0.0827	0.2738	-0.0058	-0.0278	0.0633	-0.0012	0.1289	0.2584	0.5634
0.9596	0.6282	75.9323	**EN-2**	-0.0575	0.2001	0.3369	**0.9596**	0.4759	0.6282	0.3179	-0.035	0.0854	0.2554	-0.0082	-0.0317	0.0667	0.0195	0.1351	0.2072	0.5869
0.9494	0.6686	86.1143	**EN-3**	-0.0619	0.2645	0.3413	**0.9494**	0.4817	0.6686	0.2954	0.0219	0.1787	0.3043	-0.0005	-0.0328	0.0632	0.098	0.1139	0.2297	0.5841
0.8991	0.4093	41.8591	**IR-1**	-0.1524	0.2331	0.2314	0.4093	**0.8991**	0.3963	0.2157	0.1214	0.1002	0.3116	0.0577	0.0433	0.058	0.0244	0.1064	0.2785	0.3938
0.9066	0.5286	46.098	**IR-2**	-0.0649	0.2511	0.3098	0.5217	**0.9066**	0.4333	0.2882	0.1261	0.096	0.2918	0.0935	0.0024	0.0512	0.0403	0.1128	0.289	0.5286
0.9231	0.4552	61.7775	**IR-3**	-0.0829	0.2436	0.2855	0.4552	**0.9231**	0.3648	0.1836	0.1239	0.1139	0.2911	0.0989	0.0522	0.0342	0.0198	0.031	0.2363	0.4484
0.8565	0.4982	29.9775	**IR-4**	-0.1023	0.2426	0.2889	0.4982	**0.8565**	0.3791	0.1824	0.2135	0.1027	0.2787	0.1486	0.0889	-0.076	-0.1017	-0.0864	0.2047	0.3795
0.9139	0.6456	12.4997	**MO-1**	-0.0257	0.2615	0.3403	0.6118	0.4087	**0.9139**	0.405	0.0561	0.0472	0.2564	-0.0419	-0.0193	0.1051	0.1368	0.1816	0.2732	0.6456
0.9081	0.6272	13.0043	**MO-2**	-0.0162	0.2046	0.3339	0.6272	0.4123	**0.9081**	0.4254	0.0123	0.0554	0.1974	-0.0243	-0.0536	0.1704	0.207	0.1875	0.2775	0.6257
0.5415	0.3574	3.0873	**MO-3**	-0.1077	0.0745	0.1955	0.2829	0.1948	**0.5415**	0.2602	0.0925	-0.0313	0.1089	0.2059	0.1336	0.1788	0.1223	0.0488	0.1776	0.3574
0.9574	0.4525	14.9693	**OF-1**	0.027	0.192	0.289	0.3189	0.2753	0.4391	**0.9574**	-0.0127	0.0648	0.2614	0.0019	-0.0548	0.1358	0.1597	0.1843	0.2406	0.4525
0.9499	0.4236	13.5874	**OF-2**	0.0278	0.0955	0.2981	0.2396	0.2006	0.4236	**0.9499**	-0.0228	0.0366	0.1998	0.0282	-0.0061	0.1382	0.1938	0.1798	0.232	0.3827
0.7469	0.3202	5.8301	**OF-3**	0.0624	-0.0812	0.1247	0.1957	0.1057	0.3202	**0.7469**	-0.0077	0.0148	0.0194	0.0385	0.0213	0.087	0.1407	0.1661	0.0804	0.2239
0.895	0.422	11.4394	**OF-4**	0.0199	0.0832	0.2496	0.2824	0.1973	0.422	**0.895**	-0.0098	0.0332	0.1814	0.0265	0.0172	0.1402	0.1936	0.2066	0.2365	0.3842
0.8649	0.7541	40.6651	**PB-1**	-0.0722	0.7541	0.5411	0.2955	0.3218	0.2299	0.15	0.22	0.2047	**0.8649**	0.0348	0.017	0.0577	0.0602	-0.0109	0.2294	0.2222
0.8883	0.7149	47.9736	**PB-2**	-0.0524	0.7149	0.6178	0.3269	0.321	0.265	0.1974	0.2104	0.2305	**0.8883**	0.0472	0.0935	0.1317	0.1131	0.0658	0.234	0.2499
0.8705	0.6949	42.2566	**PB-3**	0.0184	0.6949	0.5247	0.2272	0.264	0.1578	0.2457	0.2068	0.3128	**0.8705**	0.0092	0.0019	0.1437	0.1307	0.0814	0.3247	0.2543
0.846	0.6669	35.9339	**PB-5**	0.0321	0.6669	0.4702	0.1555	0.2076	0.1893	0.1863	0.1497	0.3303	**0.846**	-0.0845	-0.0319	0.2227	0.1747	0.1632	0.3489	0.1948
0.8756	0.725	50.3132	**PB-6**	-0.041	0.725	0.575	0.2541	0.3001	0.225	0.2183	0.2436	0.3766	**0.8756**	0.0598	0.0196	0.1347	0.132	0.1077	0.3288	0.265
0.9369	0.6482	83.9719	**PEB-1**	-0.5105	0.4021	0.3167	0.0506	0.1775	0.0915	-0.0164	**0.9369**	0.214	0.3175	0.6482	0.5785	-0.084	-0.1206	-0.1402	0.0236	0.0163
0.9032	0.5858	28.0199	**PEB-2**	-0.4543	0.2881	0.2187	0.0043	0.1834	0.142	0.0439	**0.9032**	0.1906	0.1991	0.5858	0.5063	-0.107	-0.1224	-0.1225	0.0135	0.0085
0.9197	0.6568	59.455	**PEB-3**	-0.51	0.2946	0.2462	0.0617	0.1549	0.0786	0.0266	**0.9197**	0.1656	0.2407	0.6568	0.5775	-0.0806	-0.1278	-0.1464	-0.03	-0.0145
0.8748	0.5819	41.7434	**PEB-4**	-0.4804	0.2666	0.1699	-0.0693	0.1086	-0.0292	-0.0582	**0.8748**	0.1752	0.2112	0.5819	0.5619	-0.139	-0.1173	-0.2331	-0.0807	-0.1532
0.8725	0.5855	35.5133	**PEB-5**	-0.5541	0.1858	0.1464	-0.0755	0.1082	-0.0266	-0.0794	**0.8725**	0.24	0.1275	0.5855	0.5144	-0.0091	-0.0652	-0.0656	0.0198	-0.0808
0.8787	0.5938	37.1087	**PEB-6**	-0.4283	0.2058	0.1719	-0.0244	0.1309	0.0365	-0.008	**0.8787**	0.1799	0.1609	0.5938	0.4934	0.0204	0.0107	-0.0784	0.0229	-0.012
0.6971	0.2606	5.459	**PL-1**	-0.0383	0.151	0.0962	0.0537	0.0463	0.0029	-0.0247	0.0398	**0.6971**	0.2606	-0.0424	-0.0235	0.0838	0.0847	0.0255	0.0303	0.0369
0.9486	0.3173	13.4169	**PL-2**	-0.068	0.2342	0.1921	0.1126	0.1026	0.0481	0.0294	0.2269	**0.9486**	0.3173	0.049	0.0017	0.1275	0.0892	0.0442	0.0304	0.0675
0.8237	0.2782	9.2028	**PL-3**	-0.1257	0.1947	0.1854	0.1095	0.1342	0.034	0.0698	0.1651	**0.8237**	0.2782	0.1071	0.1194	0.169	0.1148	0.143	0.1085	0.0915
0.926	0.299	12.4216	**PL-4**	-0.1015	0.2473	0.201	0.1213	0.0887	0.034	0.0536	0.207	**0.926**	0.299	0.1078	0.0231	0.0842	0.081	0.0511	0.0346	0.054
0.8371	0.7699	27.5407	**RS-1**	-0.5834	0.0765	0.2042	0.036	0.106	0.0154	0.0551	0.5726	0.0294	0.0242	**0.8371**	0.7699	-0.0837	-0.0876	-0.0705	-0.061	-0.0267
0.7724	0.5492	19.3827	**RS-3**	-0.3986	0.0076	0.0384	-0.1024	0.0634	-0.0483	-0.1298	0.5492	0.0288	-0.0786	**0.7724**	0.4756	-0.2439	-0.133	-0.2043	-0.1463	-0.1448
0.7462	0.4735	15.977	**RS-4**	-0.4332	0.1469	0.251	0.0624	0.0895	0.0761	0.1343	0.4735	0.1609	0.1098	**0.7462**	0.4142	-0.0458	-0.0481	-0.0436	-0.0188	0.0663
0.8799	0.6528	35.0133	**SE-1**	-0.5446	0.1099	0.2593	-0.0135	0.0617	-0.0097	-0.0098	0.5547	0.0147	0.0634	0.6528	**0.8799**	-0.124	-0.114	-0.1358	-0.0828	-0.0885
0.9147	0.7082	63.7117	**SE-2**	-0.6109	0.0619	0.1478	-0.0232	0.052	0.0019	-0.0227	0.5746	-0.0233	0.0148	0.7082	**0.9147**	-0.0733	-0.0512	-0.0434	-0.1397	-0.0441
0.8148	0.5144	19.9569	**SE-3**	-0.5236	-0.0238	0.045	-0.0677	-0.0121	-0.0492	-0.0686	0.4407	0.0895	-0.0257	0.5144	**0.8148**	-0.0187	-0.0615	-0.0216	-0.0724	-0.0031
0.5551	0.3501	7.3521	**SE-4**	-0.2932	-0.0574	0.0165	0.0019	0.0665	0.0726	0.0593	0.3147	0.0977	0.019	0.3501	**0.5551**	0.0156	0.0079	0.0182	0.036	0.0097
0.8423	0.7561	5.5816	**TA-1**	0.048	0.0069	0.0834	0.0593	-0.0152	0.1312	0.0691	-0.1158	0.0226	0.1031	-0.1906	-0.0442	**0.8423**	0.5329	0.7561	0.2764	0.2966
0.9368	0.6472	8.2211	**TA-2**	0.1232	0.0536	0.0103	0.0472	0.0194	0.1465	0.1267	-0.0319	0.1543	0.171	-0.144	-0.0717	**0.9368**	0.6033	0.6472	0.3381	0.2565
0.8999	0.673	7.8424	**TA-3**	0.1235	0.0271	0.0426	0.0792	0.0442	0.1772	0.1873	-0.0803	0.1594	0.1317	-0.1134	-0.0772	**0.8999**	0.5648	0.673	0.3208	0.2862
0.8709	0.6373	4.8734	**TB-2**	0.1105	0.028	0.0822	0.0518	-0.0018	0.1376	0.202	-0.1368	0.103	0.0854	-0.1073	-0.055	0.5863	**0.8709**	0.6373	0.2842	0.2442
0.9619	0.5937	6.8787	**TB-3**	0.0775	0.0621	0.0796	0.0338	-0.0035	0.1966	0.165	-0.0739	0.0931	0.1535	-0.1083	-0.079	0.5937	**0.9619**	0.5594	0.2427	0.2332
0.8275	0.663	3.8564	**TI-1**	0.0082	-0.0614	0.0502	0.0871	0.0511	0.1769	0.1859	-0.1375	0.0694	0.0189	-0.0624	0.0071	0.6035	0.663	**0.8275**	0.3064	0.3491
0.9258	0.7051	5.2968	**TI-2**	0.0751	0.0013	0.1269	0.0931	0.0141	0.1595	0.1931	-0.1086	0.0501	0.1029	-0.0859	-0.0282	0.7051	0.6123	**0.9258**	0.3054	0.3183
0.8891	0.7036	5.0485	**TI-3**	0.1097	-0.0068	0.0683	0.1141	0.0409	0.1475	0.1682	-0.1636	0.0766	0.0872	-0.1499	-0.1363	0.7036	0.5468	**0.8891**	0.3572	0.3601
0.8636	0.6485	4.9427	**TI-4**	0.0742	-0.0093	0.0825	0.1316	0.0292	0.1734	0.1357	-0.1061	0.1164	0.0638	-0.1081	-0.0343	0.6485	0.5207	**0.8636**	0.2826	0.3191
0.8636	0.6288	4.9836	**TI-5**	0.0335	-0.0159	0.0997	0.1455	0.0951	0.1911	0.209	-0.1427	0.0514	0.0745	-0.1671	-0.0517	0.6288	0.5118	**0.8636**	0.3405	0.3284
0.8376	0.299	26.6373	**TU-1**	0.0326	0.299	0.2829	0.1927	0.2189	0.2032	0.168	0.0064	0.0252	0.2809	-0.0763	-0.0441	0.2775	0.2305	0.2972	**0.8376**	0.2753
0.8305	0.3315	20.1517	**TU-2**	-0.0176	0.3315	0.2818	0.2572	0.3258	0.3219	0.2756	0.0772	0.0306	0.3127	-0.0181	-0.0408	0.1859	0.1222	0.1835	**0.8305**	0.3235
0.7412	0.3335	11.2794	**TU-3**	0.1262	0.1483	0.1082	0.1288	0.1365	0.1809	0.1543	-0.0358	0.0646	0.183	-0.0405	-0.1023	0.3128	0.2694	0.3335	**0.7412**	0.2564
0.7764	0.384	14.358	**TU-4**	0.1831	0.2361	0.2067	0.1711	0.1799	0.2426	0.1766	-0.0916	0.0761	0.265	-0.1816	-0.1338	0.3804	0.3001	0.384	**0.7764**	0.3672
0.9012	0.6622	18.7666	**WE-1**	0.0342	0.2263	0.3371	0.5145	0.432	0.6622	0.4318	-0.0142	0.077	0.3011	-0.0352	0.0071	0.2922	0.2375	0.3452	0.3559	**0.9012**
0.9154	0.6272	17.1457	**WE-2**	0.003	0.1923	0.2492	0.5621	0.4799	0.6272	0.3882	-0.0277	0.0541	0.2212	-0.0445	-0.0768	0.23	0.2106	0.2944	0.3333	**0.9154**
0.8923	0.5803	14.7488	**WE-3**	-0.0536	0.1596	0.2589	0.5803	0.4091	0.5714	0.3401	-0.0848	0.0705	0.1934	-0.0631	-0.0804	0.3074	0.2421	0.3806	0.3544	**0.8923**

Table 80 Expl. analysis blogging: indicator (cross-) loadings – interim model

minimum loading assigned LV	maximum cross-loading		lowest indicator loading for LV	0.8306	0.8967	0.837	0.8742	0.8237	0.8472	0.7462	0.8065	0.8425	0.8276	0.7412
0.7412	0.7962		highest indicator cross-loading for LV	0.1831	0.7541	0.6178	0.5741	0.3785	0.7962	0.7081	0.7753	0.7051	0.7561	0.3573
loading assigned LV	**max loading other LVs**	**T-value**	**indicator**	**AX**	**BI**	**CR**	**PEOU**	**PL**	**PU**	**RS**	**SE**	**TA**	**TI**	**TU**
0.8792	0.0885	28.9871	**AX-1**	**0.8792**	-0.1822	-0.2395	-0.5547	-0.0893	-0.1112	-0.5986	-0.6244	0.0885	0.0603	0.0149
0.8529	0.0681	21.5504	**AX-2**	**0.8529**	-0.0516	-0.055	-0.3757	-0.1148	0.0021	-0.4331	-0.4067	0.0681	0.0081	0.0586
0.8306	0.0923	19.2638	**AX-3**	**0.8306**	-0.0792	-0.0697	-0.4169	-0.1266	-0.0148	-0.4224	-0.4613	0.0923	0.0823	0.0602
0.9084	0.177	61.4236	**AX-4**	**0.9084**	-0.0376	-0.0651	-0.5103	-0.0487	0.0419	-0.5975	-0.6502	0.1448	0.1155	0.177
0.9675	0.7928	202.5354	**BIB-1**	-0.1355	**0.9675**	0.5688	0.3319	0.2338	0.7928	0.1305	0.0943	0.0186	-0.04	0.2691
0.9745	0.7962	255.1781	**BIB-2**	-0.0867	**0.9745**	0.6099	0.2975	0.2306	0.7962	0.1064	0.0695	0.0393	0.0056	0.3004
0.9442	0.7643	54.1385	**BIB-3**	-0.1106	**0.9442**	0.5436	0.287	0.2411	0.7643	0.0613	0.0468	0.0508	0.012	0.3554
0.8967	0.7453	34.0877	**BIB-4**	-0.0694	**0.8967**	0.5762	0.2528	0.2456	0.7453	0.0523	0.0191	0.0309	-0.0191	0.3336
0.8822	0.5474	33.7752	**CR-1**	-0.0929	0.5474	**0.8822**	0.2104	0.2412	0.5412	0.152	0.1242	0.0442	0.0921	0.2176
0.8808	0.4744	32.3711	**CR-2**	-0.1166	0.4421	**0.8808**	0.1913	0.2004	0.4744	0.1882	0.1508	0.0356	0.0996	0.2264
0.837	0.6032	32.4675	**CR-3**	-0.1344	0.571	**0.837**	0.217	0.1204	0.6032	0.19	0.1829	0.0339	0.0851	0.2988
0.8645	0.7541	40.9117	**PB-1**	-0.0722	0.7541	0.5411	0.2192	0.1971	**0.8645**	0.0348	0.0422	0.0577	-0.0109	0.2294
0.8881	0.7149	49.4034	**PB-2**	-0.0524	0.7149	0.6178	0.2094	0.23	**0.8881**	0.0472	0.0835	0.1317	0.0658	0.234
0.8699	0.6949	43.1462	**PB-3**	0.0184	0.6949	0.5247	0.2059	0.3124	**0.8699**	0.0092	-0.0118	0.1437	0.0813	0.3247
0.8472	0.6669	36.3739	**PB-5**	0.0321	0.6669	0.4702	0.1488	0.3256	**0.8472**	-0.0845	-0.0373	0.2227	0.1632	0.349
0.8757	0.725	50.0246	**PB-6**	-0.041	0.725	0.575	0.2425	0.3785	**0.8757**	0.0598	0.0156	0.1347	0.1077	0.3288
0.9358	0.6482	80.824	**PEB-1**	-0.5105	0.4021	0.3167	**0.9358**	0.2186	0.3173	0.6482	0.5792	-0.0841	-0.1402	0.0236
0.9028	0.5858	29.4843	**PEB-2**	-0.4543	0.2881	0.2187	**0.9028**	0.1985	0.1989	0.5858	0.4963	-0.107	-0.1225	0.0135
0.9192	0.6569	58.3765	**PEB-3**	-0.51	0.2946	0.2462	**0.9192**	0.1757	0.2404	0.6569	0.5744	-0.0806	-0.1464	-0.03
0.8742	0.5819	42.9903	**PEB-4**	-0.4804	0.2666	0.1699	**0.8742**	0.1822	0.211	0.5819	0.5525	-0.1391	-0.2331	-0.0807
0.8743	0.5855	35.2076	**PEB-5**	-0.5541	0.1858	0.1464	**0.8743**	0.2471	0.1274	0.5855	0.5007	-0.0091	-0.0657	0.0198
0.8799	0.5939	36.8119	**PEB-6**	-0.4283	0.2058	0.1719	**0.8799**	0.1853	0.1607	0.5939	0.4934	0.0203	-0.0784	0.0229
0.9472	0.3175	29.2428	**PL-2**	-0.068	0.2342	0.1921	0.227	**0.9472**	0.3175	0.049	-0.0155	0.1274	0.0442	0.0304
0.8237	0.2782	10.2644	**PL-3**	-0.1257	0.1947	0.1854	0.1656	**0.8237**	0.2782	0.1071	0.099	0.169	0.1431	0.1085
0.9312	0.2991	26.8952	**PL-4**	-0.1015	0.2473	0.201	0.2071	**0.9312**	0.2991	0.1078	0.0091	0.0842	0.0511	0.0346
0.8371	0.7753	28.4504	**RS-1**	-0.5834	0.0765	0.2042	0.5723	0.0345	0.024	**0.8371**	0.7753	-0.0837	-0.0705	-0.061
0.7725	0.5493	19.1767	**RS-3**	-0.3985	0.0076	0.0384	0.5493	0.0329	-0.079	**0.7725**	0.4721	-0.2439	-0.2043	-0.1463
0.7462	0.4735	15.1088	**RS-4**	-0.4331	0.1469	0.251	0.4735	0.1699	0.1095	**0.7462**	0.4061	-0.0459	-0.0437	-0.0188
0.9063	0.6528	44.21	**SE-1**	-0.5446	0.1099	0.2593	0.5542	0.0176	0.0633	0.6528	**0.9063**	-0.1239	-0.1358	-0.0828
0.9386	0.7081	89.2166	**SE-2**	-0.6109	0.0619	0.1478	0.5741	-0.0226	0.0148	0.7081	**0.9386**	-0.0733	-0.0434	-0.1397
0.8065	0.5143	16.5486	**SE-3**	-0.5236	-0.0238	0.045	0.4408	0.0932	-0.026	0.5143	**0.8065**	-0.0187	-0.0216	-0.0724
0.8425	0.7561	6.5071	**TA-1**	0.048	0.0069	0.0834	-0.1153	0.0214	0.1036	-0.1907	-0.0597	**0.8425**	0.7561	0.2764
0.9367	0.6472	11.3654	**TA-2**	0.1232	0.0536	0.0103	-0.0312	0.1567	0.1713	-0.144	-0.0854	**0.9367**	0.6472	0.3381
0.8999	0.673	9.0222	**TA-3**	0.1235	0.0271	0.0426	-0.0797	0.1591	0.132	-0.1134	-0.0789	**0.8999**	0.673	0.3209
0.8276	0.6035	4.1294	**TI-1**	0.0082	-0.0614	0.0502	-0.1371	0.072	0.0191	-0.0624	0.0014	0.6035	**0.8276**	0.3065
0.9257	0.7051	5.9849	**TI-2**	0.0752	0.0013	0.1269	-0.108	0.0545	0.1031	-0.0859	-0.038	0.7051	**0.9257**	0.3054
0.8891	0.7036	5.4913	**TI-3**	0.1097	-0.0068	0.0683	-0.163	0.0761	0.0876	-0.1499	-0.1421	0.7036	**0.8891**	0.3573
0.8638	0.6485	5.2786	**TI-4**	0.0742	-0.0093	0.0825	-0.1056	0.1173	0.0642	-0.1081	-0.0364	0.6485	**0.8638**	0.2827
0.8636	0.6288	5.3847	**TI-5**	0.0335	-0.0159	0.0997	-0.1424	0.0532	0.0748	-0.1671	-0.0748	0.6288	**0.8636**	0.3405
0.8376	0.299	27.975	**TU-1**	0.0326	0.299	0.2829	0.0063	0.0191	0.2812	-0.0763	-0.0571	0.2775	0.2972	**0.8376**
0.8303	0.3315	20.1014	**TU-2**	-0.0176	0.3315	0.2818	0.0771	0.0332	0.3126	-0.0182	-0.0601	0.1859	0.1834	**0.8303**
0.7412	0.3335	12.276	**TU-3**	0.1262	0.1483	0.1082	-0.035	0.0618	0.1831	-0.0404	-0.1029	0.3128	0.3335	**0.7412**
0.7765	0.384	14.0624	**TU-4**	0.1831	0.2361	0.2067	-0.0915	0.0837	0.2652	-0.1816	-0.1546	0.3804	0.384	**0.7765**

Table 81 Expl. analysis blogging: indicator (cross-) loadings - resulting model

minimum loading assigned LV	maximum cross-loading		lowest indicator loading for LV	0.8306	0.8967	0.8369	0.8742	0.8237	0.8472	0.7462	0.8065	0.7413
0.7413	0.7962		highest indicator cross-loading for LV	0.1831	0.7541	0.6178	0.5741	0.3785	0.7962	0.7081	0.7753	0.3554
loading assigned LV	**max loading other LVs**	**T-value**	**indicator**	**AX**	**BI**	**CR**	**PEOU**	**PL**	**PU**	**RS**	**SE**	**TU**
0.8792	0.0149	30.2952	**AX-1**	**0.8792**	-0.1822	-0.2395	-0.5547	-0.0893	-0.1112	-0.5986	-0.6244	0.0149
0.8529	0.0586	21.3117	**AX-2**	**0.8529**	-0.0516	-0.055	-0.3757	-0.1148	0.0021	-0.4331	-0.4067	0.0586
0.8306	0.0602	19.1539	**AX-3**	**0.8306**	-0.0792	-0.0697	-0.4169	-0.1266	-0.0148	-0.4224	-0.4613	0.0602
0.9084	0.177	60.5657	**AX-4**	**0.9084**	-0.0376	-0.0651	-0.5103	-0.0487	0.0419	-0.5975	-0.6502	0.177
0.9675	0.7929	189.1312	**BIB-1**	-0.1355	**0.9675**	0.5688	0.3319	0.2338	0.7929	0.1305	0.0943	0.2691
0.9745	0.7962	255.8492	**BIB-2**	-0.0867	**0.9745**	0.6099	0.2975	0.2306	0.7962	0.1064	0.0695	0.3003
0.9442	0.7643	52.5465	**BIB-3**	-0.1106	**0.9442**	0.5436	0.287	0.2411	0.7643	0.0613	0.0468	0.3554
0.8967	0.7453	34.2533	**BIB-4**	-0.0694	**0.8967**	0.5762	0.2528	0.2456	0.7453	0.0523	0.0191	0.3336
0.8822	0.5474	35.4102	**CR-1**	-0.0929	0.5474	**0.8822**	0.2104	0.2412	0.5413	0.152	0.1242	0.2176
0.8808	0.4744	31.6308	**CR-2**	-0.1166	0.4421	**0.8808**	0.1913	0.2004	0.4744	0.1882	0.1508	0.2263
0.8369	0.6032	32.6618	**CR-3**	-0.1344	0.571	**0.8369**	0.217	0.1204	0.6032	0.19	0.1829	0.2988
0.8644	0.7541	40.8053	**PB-1**	-0.0722	0.7541	0.5411	0.2192	0.1971	**0.8644**	0.0348	0.0422	0.2294
0.8879	0.7149	47.8687	**PB-2**	-0.0524	0.7149	0.6178	0.2094	0.23	**0.8879**	0.0472	0.0835	0.234
0.8698	0.6949	42.1643	**PB-3**	0.0184	0.6949	0.5247	0.2059	0.3124	**0.8698**	0.0092	-0.0118	0.3247
0.8472	0.6669	36.6418	**PB-5**	0.0321	0.6669	0.4702	0.1488	0.3256	**0.8472**	-0.0845	-0.0373	0.3489
0.8762	0.725	51.1642	**PB-6**	-0.041	0.725	0.575	0.2425	0.3785	**0.8762**	0.0598	0.0156	0.3288
0.9358	0.6482	81.9162	**PEB-1**	-0.5105	0.4021	0.3167	**0.9358**	0.2186	0.3174	0.6482	0.5792	0.0236
0.9028	0.5858	29.3272	**PEB-2**	-0.4543	0.2881	0.2187	**0.9028**	0.1985	0.199	0.5858	0.4963	0.0135
0.9192	0.6569	59.7804	**PEB-3**	-0.51	0.2946	0.2462	**0.9192**	0.1757	0.2405	0.6569	0.5744	-0.03
0.8742	0.5819	40.2294	**PEB-4**	-0.4804	0.2666	0.1699	**0.8742**	0.1822	0.2111	0.5819	0.5525	-0.0807
0.8743	0.5855	36.3309	**PEB-5**	-0.5541	0.1858	0.1464	**0.8743**	0.2471	0.1274	0.5855	0.5007	0.0198
0.8799	0.5939	37.8771	**PEB-6**	-0.4283	0.2058	0.1719	**0.8799**	0.1853	0.1608	0.5939	0.4934	0.0229
0.9472	0.3176	34.9227	**PL-2**	-0.068	0.2342	0.1921	0.227	**0.9472**	0.3176	0.049	-0.0155	0.0304
0.8237	0.2783	12.0925	**PL-3**	-0.1257	0.1947	0.1854	0.1656	**0.8237**	0.2783	0.1071	0.099	0.1085
0.9312	0.2993	43.1516	**PL-4**	-0.1015	0.2473	0.201	0.2071	**0.9312**	0.2993	0.1078	0.0091	0.0346
0.8371	0.7753	29.3256	**RS-1**	-0.5834	0.0765	0.2042	0.5723	0.0345	0.0241	**0.8371**	0.7753	-0.061
0.7725	0.5493	19.4162	**RS-3**	-0.3985	0.0076	0.0384	0.5493	0.0329	-0.0789	**0.7725**	0.4721	-0.1463
0.7462	0.4735	16.3434	**RS-4**	-0.4331	0.1469	0.251	0.4735	0.1699	0.1096	**0.7462**	0.4061	-0.0188
0.9063	0.6528	42.2934	**SE-1**	-0.5446	0.1099	0.2593	0.5542	0.0176	0.0633	0.6528	**0.9063**	-0.0828
0.9386	0.7081	90.1911	**SE-2**	-0.6109	0.0619	0.1478	0.5741	-0.0226	0.0148	0.7081	**0.9386**	-0.1397
0.8065	0.5143	16.6826	**SE-3**	-0.5236	-0.0238	0.045	0.4408	0.0932	-0.026	0.5143	**0.8065**	-0.0724
0.8376	0.299	28.9283	**TU-1**	0.0326	0.299	0.2829	0.0063	0.0191	0.2812	-0.0763	-0.0571	**0.8376**
0.8303	0.3315	20.4988	**TU-2**	-0.0176	0.3315	0.2818	0.0771	0.0332	0.3127	-0.0182	-0.0601	**0.8303**
0.7413	0.1833	11.9897	**TU-3**	0.1262	0.1483	0.1082	-0.035	0.0618	0.1833	-0.0404	-0.1029	**0.7413**
0.7765	0.2652	13.6245	**TU-4**	0.1831	0.2361	0.2067	-0.0915	0.0837	0.2652	-0.1816	-0.1546	**0.7765**

Table 82 Expl. analysis blogging: AVE, composite reliability - initial check

	AVE	Composite Reliability
AX	0.7539	0.9245
BI	0.8953	0.9716
CR	0.7515	0.9007
EN	0.912	0.9688
IR	0.804	0.9425
MO	0.651	0.8422
OF	0.7944	0.9387
PEOU	0.8063	0.9615
PL	0.7304	0.9145
PU	0.7555	0.9392
RS	0.6181	0.8289
SE	0.6458	0.876
TA	0.7989	0.9225
TB	0.8418	0.9139
TI	0.7648	0.942
TU	0.6358	0.8745
WE	0.8154	0.9298

Table 83 Expl. analysis blogging: AVE, composite reliability - interim model

	AVE	Composite Reliability
AX	0.7539	0.9245
BI	0.8953	0.9716
CR	0.7515	0.9007
PEOU	0.8064	0.9615
PL	0.8143	0.9291
PU	0.7555	0.9392
RS	0.6181	0.8289
SE	0.7843	0.9157
TA	0.799	0.9225
TI	0.7648	0.942
TU	0.6359	0.8745

Table 84 Expl. analysis blogging: AVE, composite reliability - resulting model

	AVE	Composite Reliability
AX	0.7539	0.9245
BI	0.8953	0.9716
CR	0.7515	0.9007
PEOU	0.8064	0.9615
PL	0.8143	0.9291
PU	0.7555	0.9392
RS	0.6181	0.8289
SE	0.7843	0.9157
TU	0.6359	0.8745

Table 85 Expl. analysis blogging: Fornell/Larcker criterion - initial check

LV correlations																	
	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE
AX	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BI	-0.1067	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CR	-0.1334	0.6074	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EN	-0.0671	0.2405	0.357	1	0	0	0	0	0	0	0	0	0	0	0	0	0
IR	-0.1132	0.2703	0.31	0.5238	1	0	0	0	0	0	0	0	0	0	0	0	0
MO	-0.0455	0.2445	0.3692	0.6591	0.4389	1	0	0	0	0	0	0	0	0	0	0	0
OF	0.0283	0.1342	0.2963	0.3019	0.2429	0.4574	1	0	0	0	0	0	0	0	0	0	0
PEOU	-0.5456	0.3108	0.2405	-0.0057	0.1617	0.0569	-0.0159	1	0	0	0	0	0	0	0	0	0
PL	-0.1029	0.2497	0.2096	0.1242	0.115	0.0415	0.0496	0.2158	1	0	0	0	0	0	0	0	0
PU	-0.0284	0.8191	0.63	0.2926	0.3276	0.2467	0.2294	0.2385	0.3333	1	0	0	0	0	0	0	0
RS	-0.6031	0.0935	0.2044	-0.0048	0.1097	0.0146	0.0189	0.6793	0.0866	0.018	1	0	0	0	0	0	0
SE	-0.6308	0.0439	0.164	-0.0323	0.0515	-0.002	-0.0194	0.6017	0.042	0.0248	0.7147	1	0	0	0	0	0
TA	0.1156	0.0368	0.0437	0.0673	0.0207	0.1694	0.1463	-0.0765	0.136	0.1565	-0.162	-0.0738	1	0	0	0	0
TB	0.0961	0.0537	0.0867	0.0433	-0.0031	0.1889	0.1918	-0.1037	0.104	0.139	-0.1161	-0.0758	0.636	1	0	0	0
TI	0.0802	-0.011	0.1061	0.1313	0.0485	0.1881	0.2023	-0.1476	0.0793	0.0915	-0.1378	-0.0672	0.7585	0.632	1	0	0
TU	0.09	0.3316	0.2895	0.2433	0.2822	0.305	0.2492	-0.0058	0.0582	0.3352	-0.0988	-0.0949	0.3517	0.2771	0.363	1	0
WE	0.0009	0.219	0.3198	0.6057	0.4878	0.6941	0.4357	-0.0415	0.0755	0.2738	-0.0505	-0.047	0.3068	0.2551	0.3754	0.3859	1
squared LV correlations, AVE (in diagonal, bold)																	
	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS	SE	TA	TB	TI	TU	WE
AX	**0.7539**	0.0114	0.0178	0.0045	0.0128	0.0021	0.0008	0.2977	0.0106	0.0008	0.3637	0.3979	0.0134	0.0092	0.0064	0.0081	0.0000
BI	0.0114	**0.8953**	0.3689	0.0578	0.0731	0.0598	0.0180	0.0966	0.0624	0.6709	0.0087	0.0019	0.0014	0.0029	0.0001	0.1100	0.0480
CR	0.0178	0.3689	**0.7515**	0.1274	0.0961	0.1363	0.0878	0.0578	0.0439	0.3969	0.0418	0.0269	0.0019	0.0075	0.0113	0.0838	0.1023
EN	0.0045	0.0578	0.1274	**0.9120**	0.2744	0.4344	0.0911	0.0000	0.0154	0.0856	0.0000	0.0010	0.0045	0.0019	0.0172	0.0592	0.3669
IR	0.0128	0.0731	0.0961	0.2744	**0.8040**	0.1926	0.0590	0.0261	0.0132	0.1073	0.0120	0.0027	0.0004	0.0000	0.0024	0.0796	0.2379
MO	0.0021	0.0598	0.1363	0.4344	0.1926	**0.6510**	0.2092	0.0032	0.0017	0.0609	0.0002	0.0000	0.0287	0.0357	0.0354	0.0930	0.4818
OF	0.0008	0.0180	0.0878	0.0911	0.0590	0.2092	**0.7944**	0.0003	0.0025	0.0526	0.0004	0.0004	0.0214	0.0368	0.0409	0.0621	0.1898
PEOU	0.2977	0.0966	0.0578	0.0000	0.0261	0.0032	0.0003	**0.8063**	0.0466	0.0569	0.4614	0.3620	0.0059	0.0108	0.0218	0.0000	0.0017
PL	0.0106	0.0624	0.0439	0.0154	0.0132	0.0017	0.0025	0.0466	**0.7304**	0.1111	0.0075	0.0018	0.0185	0.0108	0.0063	0.0034	0.0057
PU	0.0008	0.6709	0.3969	0.0856	0.1073	0.0609	0.0526	0.0569	0.1111	**0.7555**	0.0003	0.0006	0.0245	0.0193	0.0084	0.1124	0.0750
RS	0.3637	0.0087	0.0418	0.0000	0.0120	0.0002	0.0004	0.4614	0.0075	0.0003	**0.6181**	0.5108	0.0262	0.0135	0.0190	0.0098	0.0026
SE	0.3979	0.0019	0.0269	0.0010	0.0027	0.0000	0.0004	0.3620	0.0018	0.0006	0.5108	**0.6458**	0.0054	0.0057	0.0045	0.0090	0.0022
TA	0.0134	0.0014	0.0019	0.0045	0.0004	0.0287	0.0214	0.0059	0.0185	0.0245	0.0262	0.0054	**0.7989**	0.4045	0.5753	0.1237	0.0941
TB	0.0092	0.0029	0.0075	0.0019	0.0000	0.0357	0.0368	0.0108	0.0108	0.0193	0.0135	0.0057	0.4045	**0.8418**	0.3994	0.0768	0.0651
TI	0.0064	0.0001	0.0113	0.0172	0.0024	0.0354	0.0409	0.0218	0.0063	0.0084	0.0190	0.0045	0.5753	0.3994	**0.7648**	0.1318	0.1409
TU	0.0081	0.1100	0.0838	0.0592	0.0796	0.0930	0.0621	0.0000	0.0034	0.1124	0.0098	0.0090	0.1237	0.0768	0.1318	**0.6358**	0.1489
WE	0.0000	0.0480	0.1023	0.3669	0.2379	0.4818	0.1898	0.0017	0.0057	0.0750	0.0026	0.0022	0.0941	0.0651	0.1409	0.1489	**0.8154**
max	0.7539	0.8953	0.7515	0.9120	0.8040	0.6510	0.7944	0.8063	0.7304	0.7555	0.6181	0.6458	0.7989	0.8418	0.7648	0.6358	0.8154

Table 86 Expl. analysis blogging: Fornell/Larcker criterion - interim model

LV correlations											
	AX	BI	CR	PEOU	PL	PU	RS	SE	TA	TI	TU
AX	1	0	0	0	0	0	0	0	0	0	0
BI	-0.1067	1	0	0	0	0	0	0	0	0	0
CR	-0.1334	0.6074	1	0	0	0	0	0	0	0	0
PEOU	-0.5458	0.3096	0.2396	1	0	0	0	0	0	0	0
PL	-0.1052	0.251	0.213	0.2239	1	0	0	0	0	0	0
PU	-0.0282	0.819	0.6298	0.2372	0.3309	1	0	0	0	0	0
RS	-0.6031	0.0935	0.2043	0.6791	0.0941	0.0177	1	0	0	0	0
SE	-0.6325	0.0615	0.1779	0.595	0.0271	0.023	0.7124	1	0	0	0
TA	0.1156	0.0367	0.0437	-0.0759	0.1366	0.1569	-0.162	-0.0852	1	0	0
TI	0.0802	-0.0111	0.106	-0.1471	0.0814	0.0918	-0.1378	-0.0785	0.7586	1	0
TU	0.0901	0.3316	0.2895	-0.0057	0.0589	0.3354	-0.0988	-0.1131	0.3517	0.3631	1
squared LV correlations, AVE (in diagonal, bold)											
	AX	BI	CR	EN	IR	MO	OF	PEOU	PL	PU	RS
AX	**0.7539**	0.0114	0.0178	0.2979	0.0111	0.0008	0.3637	0.4001	0.0134	0.0064	0.0081
BI	0.0114	**0.8953**	0.3689	0.0959	0.0630	0.6708	0.0087	0.0038	0.0013	0.0001	0.1100
CR	0.0178	0.3689	**0.7515**	0.0574	0.0454	0.3966	0.0417	0.0316	0.0019	0.0112	0.0838
EN	0.2979	0.0959	0.0574	**0.8064**	0.0501	0.0563	0.4612	0.3540	0.0058	0.0216	0.0000
IR	0.0111	0.0630	0.0454	0.0501	**0.8143**	0.1095	0.0089	0.0007	0.0187	0.0066	0.0035
MO	0.0008	0.6708	0.3966	0.0563	0.1095	**0.7555**	0.0003	0.0005	0.0246	0.0084	0.1125
OF	0.3637	0.0087	0.0417	0.4612	0.0089	0.0003	**0.6181**	0.5075	0.0262	0.0190	0.0098
PEOU	0.4001	0.0038	0.0316	0.3540	0.0007	0.0005	0.5075	**0.7843**	0.0073	0.0062	0.0128
PL	0.0134	0.0013	0.0019	0.0058	0.0187	0.0246	0.0262	0.0073	**0.7990**	0.5755	0.1237
PU	0.0064	0.0001	0.0112	0.0216	0.0066	0.0084	0.0190	0.0062	0.5755	**0.7648**	0.1318
RS	0.0081	0.1100	0.0838	0.0000	0.0035	0.1125	0.0098	0.0128	0.1237	0.1318	**0.6359**
max	0.7539	0.8953	0.7515	0.8064	0.8143	0.7555	0.6181	0.7843	0.7990	0.7648	0.6359

Table 87 Expl. analysis blogging: Fornell/Larcker criterion - resulting model

LV correlations									
	AX	BI	CR	PEOU	PL	PU	RS	SE	TU
AX	1	0	0	0	0	0	0	0	0
BI	-0.1067	1	0	0	0	0	0	0	0
CR	-0.1334	0.6074	1	0	0	0	0	0	0
PEOU	-0.5458	0.3096	0.2396	1	0	0	0	0	0
PL	-0.1052	0.251	0.213	0.2239	1	0	0	0	0
PU	-0.0283	0.819	0.6298	0.2373	0.331	1	0	0	0
RS	-0.6031	0.0935	0.2043	0.6791	0.0941	0.0178	1	0	0
SE	-0.6325	0.0615	0.1779	0.595	0.0271	0.023	0.7124	1	0
TU	0.0901	0.3315	0.2895	-0.0057	0.0589	0.3355	-0.0988	-0.1132	1
squared LV correlations, AVE (in diagonal, bold)									
	AX	BI	CR	PEOU	PL	PU	RS	SE	TU
AX	**0.7539**	0.0114	0.0178	0.2979	0.0111	0.0008	0.3637	0.4001	0.0081
BI	0.0114	**0.8953**	0.3689	0.0959	0.0630	0.6708	0.0087	0.0038	0.1099
CR	0.0178	0.3689	**0.7515**	0.0574	0.0454	0.3966	0.0417	0.0316	0.0838
PEOU	0.2979	0.0959	0.0574	**0.8064**	0.0501	0.0563	0.4612	0.3540	0.0000
PL	0.0111	0.0630	0.0454	0.0501	**0.8143**	0.1096	0.0089	0.0007	0.0035
PU	0.0008	0.6708	0.3966	0.0563	0.1096	**0.7555**	0.0003	0.0005	0.1126
RS	0.3637	0.0087	0.0417	0.4612	0.0089	0.0003	**0.6181**	0.5075	0.0098
SE	0.4001	0.0038	0.0316	0.3540	0.0007	0.0005	0.5075	**0.7843**	0.0128
TU	0.0081	0.1099	0.0838	0.0000	0.0035	0.1126	0.0098	0.0128	**0.6359**
max	0.7539	0.8953	0.7515	0.8064	0.8143	0.7555	0.6181	0.7843	0.6359

Table 88 Exploratory analysis blogging: significance of paths - initial check

relationship	T value	significance
AX -> PEOU	2.2409	$p \leq 0.05$
CR -> PU	8.0914	$p \leq 0.001$
EN -> PU	1.1085	insignificant
IR -> PU	1.353	insignificant
MO -> PU	1.8583	insignificant
OF -> PU	0.6257	insignificant
PEOU -> BI	3.0276	$p \leq 0.01$
PEOU -> PU	1.656	insignificant
PL -> PEOU	2.6245	$p \leq 0.01$
PU -> BI	21.6035	$p \leq 0.001$
RS -> PEOU	5.884	$p \leq 0.001$
SE -> PEOU	2.2855	$p \leq 0.05$
TA -> PU	2.0721	$p \leq 0.05$
TB -> PU	0.9101	insignificant
TI -> PU	1.904	$p \leq 0.05$
TU -> PU	2.3032	$p \leq 0.05$
WE -> PU	0.3962	insignificant

Table 89 Exploratory analysis blogging: significance of paths - interim model

relationship	T value	significance
AX -> PEOU	2.2393	$p \leq 0.05$
CR -> PU	12.433	$p \leq 0.001$
PEOU -> BI	2.8969	$p \leq 0.01$
PL -> PEOU	2.7232	$p \leq 0.01$
PU -> BI	21.9611	$p \leq 0.001$
RS -> PEOU	5.4835	$p \leq 0.001$
SE -> PEOU	2.1579	$p \leq 0.05$
TA -> PU	2.4699	$p \leq 0.05$
TI -> PU	1.9743	$p \leq 0.05$
TU -> PU	2.7124	$p \leq 0.01$

Table 90 Exploratory analysis blogging: significance of paths - resulting model

relationship	T value	significance
AX -> PEOU	2.155	$p \leq 0.05$
CR -> PU	11.8914	$p \leq 0.001$
PEOU -> BI	2.9475	$p \leq 0.01$
PL -> PEOU	2.908	$p \leq 0.01$
PU -> BI	22.0911	$p \leq 0.001$
RS -> PEOU	5.2709	$p \leq 0.001$
SE -> PEOU	2.081	$p \leq 0.05$
TU -> PU	3.0035	$p \leq 0.01$

Table 91 Exploratory analysis blogging: Q^2 - interim model

	Q^2
PEOU	0.4655
PU	0.335
BI	0.6105

Table 92 Exploratory analysis blogging: Q^2 - resulting model

	Q^2
PEOU	0.4215
PU	0.3187
BI	0.6105

11 Results of exploratory model fitting

11.1 General

A system of relationships (*section 6*) was developed, based on the technology acceptance model (TAM) of Davis et al ([Da 89]) extended by a comprehensive set of exogenous latent variables (LVs), most of them taken from literature and customised to suit the context of the project. This single model was expected to explain the behavioural intention (BI) of each of three different complementary participation behaviours facilitated by blogs that are:

- reading leisure-blogs,
- commenting and
- blogging leisure-blogs.

In the empirical part of the research project the model was tested in three individual analyses for its power in explaining the participation behaviours.

The set of exogenous LVs linked to the TAM-constructs consisted of:

1. **a group of model elements representing individual framework conditions and personal characteristics of new Internet users (novice)** – C/I self efficacy (SE), C/I anxiety (AX), C/I playfulness (PL) and perceived resources (RS) in the form of technical resources, prior experience and other personal resources,
2. **a group of model elements dealing with trust in known other participants in online communities** –trust in the benevolence of known others (TB), trust in their integrity (TI) and trust in their abilities (TA),
3. **a model element dealing with trust in the safety of the Internet** – i.e. trust in the Internet audience as the unknown others (TU),

4. **a group of model elements representing helping motives** – this group of model elements was taken from the helping theory ([Ch 04], [Ba 02]). Helping motives were expected to be meaningful because a blog community about leisure time activities in a region was assumed to show strong similarities to a virtual self-help community, i.e. participants helping and supporting each other by sharing experiences and ideas about leisure time possibilities in a region. – The model elements were: expected intrinsic rewards (IR), expected enjoyment in helping (EN), value of community welfare (WE) and perceived moral obligation (MO),
5. **a model element focusing on specific publishing needs** – cross-posting intentions (CR) and
6. **a model element including the perceived importance of real-life contacts complementing online interactions between participants of online communities –** experienced and/or anticipated offline interactions (OF).

The primary focus in designing the model was on modelling individual and social determinants of participation in an online community assuming that such determinants have dominant direct influence on the mediating LVs perceived usefulness (PU) and indirectly explain the behavioural intention (BI). Other possible determinants of the perceived usefulness (PU) like particular characteristics of the information presented in leisure-blogs resulting in specific utility perceptions (PU) were not included and thus assumed to be of minor importance.

Empirical data was obtained by means of a questionnaire (*section 7).* After 10 months of operation of the pilot-platform www.wandertipp.at (*section 8*) an online survey was conducted in the period 6th March – 7th April 2009 (*section 9*) that lead to a sample of 185 reviewed responses (*sections 9.4* and *10.2*). This sample was used in subsequent PLS path analyses carried out with the SmartPLS software tool ([Ri 05]). The measurement models for all LVs were defined in the reflective way.

Confirmatory analyses showed that the initial models, including the full set of indicators and LVs, did not fulfil all quality criteria required to safeguard model validity – see *section 10.4*. Therefore in the course of subsequent exploratory analyses

model fitting was carried out and valid resulting models obtained. In subsequent *sections 11.2*, *11.3* and *11.4* the resulting path models for reading, commenting and blogging leisure-blogs are presented. Especially for the blogging behaviour the resulting model gives strong direction to future research. Nevertheless it is important to mention that these exploratory results are still requiring confirmation by means of new sample data.

11.2 Reading leisure-blogs

In the course of model fitting (*section 10.5.1*) the hypothesized relationships 4, 5, 7, 8a, 8b, 9, 10, 11, 13 and 15 were removed from the initial model. Thus model fitting lead to a resulting model integrating the hypotheses 1, 2, 3, 6, 8c, 12 and 14 (see *Figure 9* and *Table 93*).

Figure 9 Exploratory analysis reading: model diagram - resulting model

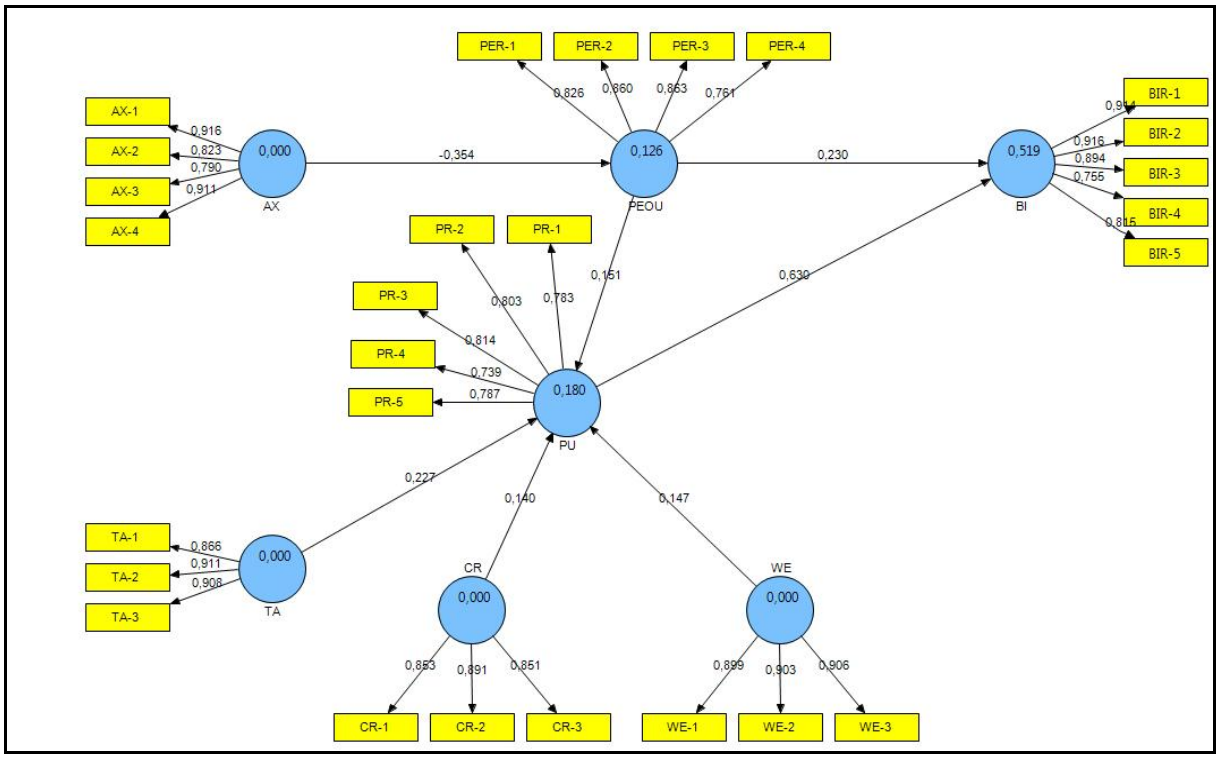


Table 93 Exploratory analysis reading: relationships - resulting model

	exogenous LV		endogenous LV			resulting model			
number of hypothesis	LV name	LV abbr.	LV name	LV abbr.	hypoth. kind of relation	path coeff.	path significance	effect size f^2	effect category
1	perceived ease of use	PEOU, PE	perceived usefulness	PU, P	positive	0.151	$p \leq 0.05$	0.026	small
2	perceived ease of use	PEOU, PE	behavioral intention	BI	positive	0.23	$p \leq 0.001$	0.102	small
3	perceived usefulness	PU, P	behavioral intention	BI	positive	0.63	$p \leq 0.001$	0.763	large
4	C/I self efficacy	SE	perceived ease of use	PEOU, PE	positive	-	-	-	-
5	perceived resources	RS	perceived ease of use	PEOU, PE	positive	-	-	-	-
6	C/I anxienty	AX	perceived ease of use	PEOU, PE	negative	-0.354	$p \leq 0.001$	0.144	medium
7	C/I playfulness	PL	perceived ease of use	PEOU, PE	positive	-	-	-	-
8a	trust in kown others - benevolence	TB	perceived usefulness	PU, P	positive	-	-	-	-
8b	trust in kown others - integrity	TI	perceived usefulness	PU, P	positive	-	-	-	-
8c	trust in kown others - ability	TA	perceived usefulness	PU, P	positive	0.227	$p \leq 0.01$	0.054	small
9	trust in unknown others	TU	perceived usefulness	PU, P	positive	-	-	-	-
10	expected intrinsic rewards	IR	perceived usefulness	PU, P	positive	-	-	-	-
11	expected enjoyment in helping	EN	perceived usefulness	PU, P	positive	-	-	-	-
12	value of community welfare	WE	perceived usefulness	PU, P	positive	0.147	$p \leq 0.05$	0.021	small
13	perceived moral obligation	MO	perceived usefulness	PU, P	positive	-	-	-	-
14	cross-posting intentions	CR	perceived usefulness	PU, P	positive	0.14	$p \leq 0.05$	0.021	small
15	experienced and/or anticipated offline interactions	OF	perceived usefulness	PU, P	positive	-	-	-	-

Predictive power of the resulting model:

The resulting PLS path model shows rather substantial power (R^2 = 0.519) in explaining the behavioural intention (BI) of reading leisure-blogs due to a large effect (f^2 = 0.763) of the perceived usefulness (PU) of reading leisure-blogs and a small effect (f^2 = 0.102) of the corresponding perceived ease of use (PEOU). PU was measured as a bundle of exemplary utilities readers might perceive when reading leisure-blogs. Those exemplary utilities were (1) the build-up of knowledge, (2) getting new ideas, (3) receiving recommendations for hiking tours and getaways, (4) being updated on local conditions and (5) generally taking advantage of the experiences of others.

The predictive power of the resulting model for PU and PEOU is surprisingly weak.

Perceived ease of use:

PEOU shows small effects on BI (f^2 = 0.102) and PU (f^2 = 0.026) and is weakly explained (R^2 = 0.126) by a medium negative effect of C/I anxiety (AX, f^2 = 0.144). A plausible interpretation is that blogs are rather easy to read and so only people

having very little prior experience with computers and the Internet (novices) tend to have a more adverse perception of PEOU.

Perceived usefulness:

The perceived usefulness (PU) of reading leisure-blogs (R^2 = 0.180) is weakly explained by four small effects of the trust in the abilities of known others (TA, f^2 = 0.054), cross-posting intentions (CR, f^2 = 0.021), the value of community welfare (WE, f^2 = 0.021) and PEOU (f^2 = 0.026).

Trust in known others´ abilities (TA):

People perceive reading leisure-blogs as more useful (PU) and consequentially intend to do so, if they trust the abilities of blog authors (TA) more than others. This means f. e. that blog authors should be at home in the topics they write about and capable of writing fine blog-articles.

Helping motives – value of community welfare (WE):

People who tend more than others to develop emotional bonds to online communities (WE) perceive reading leisure-blogs as more useful (PU). Such people would feel more related to an online community and would more than others regret loosing such a personal place and source of information. Respondents were not particularly asked for the pilot community but rather generally regarding an online community of whatever kind about hiking possibilities and getaways. Therefore the measurement of the model element WE addressed a general disposition of people regarding online communities about hiking possibilities and getaways.

Publishing needs – cross-posting intentions (CR):

For the LV cross-posting intentions (CR) a small effect was found on the perceived usefulness of reading leisure-blogs (PU). In interpreting this finding, the differentiation between regular readers of leisure-blogs and occasional readers is important because the group of regular readers of leisure-blogs (and of blog-articles presented on the pilot-platform) was well represented in the sample while the by far larger number of occasional readers coming via search engines was under-represented.

The appearance of the LV CR - covering specific publishing needs - in the resulting model for blog reading can be understood as an indication that blog reading, commenting and blogging are complementary behaviours.

11.3 Commenting leisure-blogs

In the course of model fitting (*section 10.5.2*) the hypothesized relationships 4, 5, 8a, 8b, 9, 11, 12 and 13 were removed from the initial model. Thus model fitting lead to a resulting model integrating the hypotheses 1, 2, 3, 6, 7, 8c, 10, 14 and 15 (see *Figure 10* and *Table 94*).

Figure 10 Exploratory analysis commenting: model diagram - resulting model

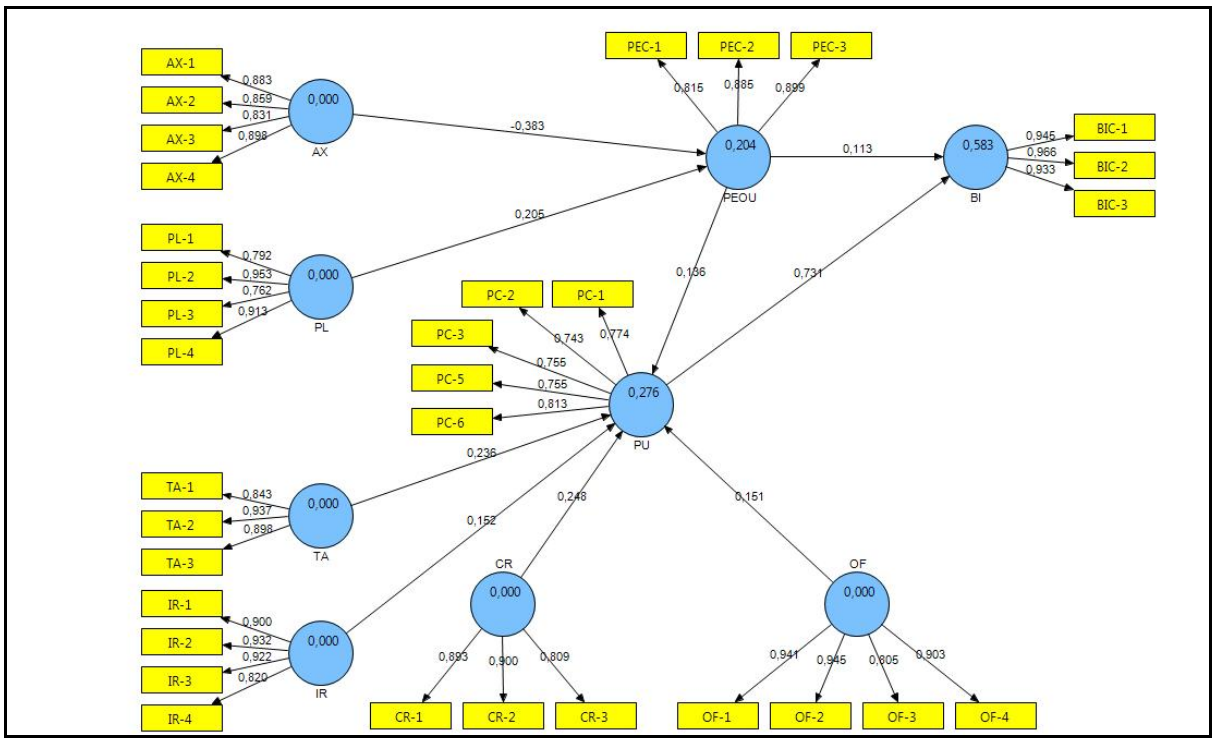


Table 94 Exploratory analysis commenting: relationships - resulting model

	exogenous LV		endogenous LV			resulting model			
number of hypothesis	LV name	LV abbr.	LV name	LV abbr.	hypoth. kind of relation	path coeff.	path significance	effect size f^2	effect category
1	perceived ease of use	PEOU, PE	perceived usefulness	PU, P	positive	0.136	$p \leq 0.05$	0.022	small
2	perceived ease of use	PEOU, PE	behavioral intention	BI	positive	0.113	$p \leq 0.05$	0.031	small
3	perceived usefulness	PU, P	behavioral intention	BI	positive	0.731	$p \leq 0.001$	1.218	large
4	C/I self efficacy	SE	perceived ease of use	PEOU, PE	positive	-	-	-	-
5	perceived resources	RS	perceived ease of use	PEOU, PE	positive	-	-	-	-
6	C/I anxienty	AX	perceived ease of use	PEOU, PE	negative	-0.383	$p \leq 0.001$	0.185	medium
7	C/I playfulness	PL	perceived ease of use	PEOU, PE	positive	0.205	$p \leq 0.001$	0.052	small
8a	trust in kown others - benevolence	TB	perceived usefulness	PU, P	positive	-	-	-	-
8b	trust in kown others - integrity	TI	perceived usefulness	PU, P	positive	-	-	-	-
8c	trust in kown others - ability	TA	perceived usefulness	PU, P	positive	0.236	$p \leq 0.001$	0.073	small
9	trust in unknown others	TU	perceived usefulness	PU, P	positive	-	-	-	-
10	expected intrinsic rewards	IR	perceived usefulness	PU, P	positive	0.152	$p \leq 0.05$	0.026	small
11	expected enjoyment in helping	EN	perceived usefulness	PU, P	positive	-	-	-	-
12	value of community welfare	WE	perceived usefulness	PU, P	positive	-	-	-	-
13	perceived moral obligation	MO	perceived usefulness	PU, P	positive	-	-	-	-
14	cross-posting intentions	CR	perceived usefulness	PU, P	positive	0.248	$p \leq 0.01$	0.069	small
15	experienced and/or anticipated offline interactions	OF	perceived usefulness	PU, P	positive	0.151	$p \leq 0.05$	0.025	small

Predictive power of the resulting model:

The resulting PLS path model shows rather substantial power (R^2 = 0.583) in explaining the behavioural intention (BI) of commenting leisure-blogs due to a large effect (f^2 = 1,218) of the perceived usefulness (PU) of commenting leisure-blogs and a small effect (f^2 = 0.031) of the corresponding PEOU. PU was measured as bundle of exemplary utilities commentators might perceive when commenting leisure-blogs. Those exemplary utilities were (1) the possibility of knowledge sharing, (2) asking questions, (3) contacting the blog author and other readers, (4) expressing one´s creativity and (5) because commenting is fun.

Perceived ease of use:

In the resulting model PEOU showed small effects on BI (f^2 = 0.031) and PU (f^2 = 0.022) and was weakly explained (R^2 = 0.204) by a medium negative effect of the model element C/I anxiety (AX, f^2 = 0.185) and a small effect of the model element C/I playfulness (f^2 = 0.052). A possible interpretation is that blog-articles are rather easy to comment and therefore only people with very little experience with computers and the Internet tend to have a more adverse perception of PEOU which explains the

medium negative effect of AX. Commenting leisure-blogs requires personal initiative to actually leave a comment which might be motivated by curiosity and creativity. Both aspects - curiosity and creativity - are to some extent covered by the model element C/I playfulness.

Perceived usefulness:

In the resulting model the perceived usefulness (PU) of commenting leisure-blogs (R^2 = 0.276) was predicted slightly below average by the effects of a bundle of five model elements. The model elements trust in the abilities of the authors of leisure-blogs (TA, f^2 = 0.073), expected intrinsic rewards (IR, f^2 = 0.026), cross-posting intentions (CR, f^2 = 0.069) and experienced and/or anticipated offline interactions (OF, f^2 = 0.025) each have a small effect on PU. Additionally PEOU shows a small effect (f^2 = 0.022) on PU.

Trust in known others´ abilities (TA):

People perceive commenting leisure-blogs as more useful (PU) and consequentially intend to do so if they trust the abilities of blog authors (TA) more than others. F. e. encouraging a blog author or asking questions by blog comments is only sensible if the blog author is perceived as a capable one.

Helping motives – expected intrinsic rewards (IR):

People who more than others perceive themselves as important for others in an online community (IR) tend to perceive commenting leisure-blogs as more useful (PU). Such people can be experts receiving an intrinsic reward (IR) in helping others by demonstrating their experience by means of blog comments. But the commenting function of blogs can also be utilised for self-expression without being an expert.

Publishing needs – cross-posting intentions (CR):

The commenting function of blogs obviously is an interesting feature for people having own content on the Internet because it facilitates referring to one´s own content. Referring links to own content placed at other websites help to improve the visibility of own content on the Internet. Additionally they tend to positively influence

the position of own content in the search results of search engines like Google. Thus blog commenting can be a useful means of attracting visitors to an own website, f. e. a personal blog.

The relationship CR → PU is discussed in more detail in *section 11.4* where the resulting model for the blogging behaviour is presented.

Experienced and/or anticipated offline interactions (OF):

People tending to vote more than others for supplementary face-2-face contacts perceive commenting leisure-blogs as more useful. The commenting function of blogs can be used for the arrangement of group activities like hiking tours. F. e. several times on the pilot-platform regular commentators and blog authors agreed on joint activities via blog comments.

11.4 Blogging leisure-blogs

In the course of model fitting (*section 10.5.3*) the hypothesized relationships 1, 8a, 8b, 8c, 10, 11, 12, 13 and 15 were removed from the initial model. Thus model fitting lead to a resulting model integrating the hypotheses 2, 3, 4, 5, 6, 7, 9 and 14 (see *Figure 11* and *Table 95*).

Additionally in the course of model fitting a model was found, showing a negative relationship between the trust in the integrity of others (TI) and the perceived usefulness (PU). The relationship TI → PU was removed and model fitting continued because the negative relationship TI → PU contradicted the hypothesized positive relationship and therefore lacked theoretic foundations. This interim model is shown in *Figure 12* and *Table 96*; *section 10.5.3* provides additional documentation.

Figure 11 Exploratory analysis blogging: model diagram - resulting model

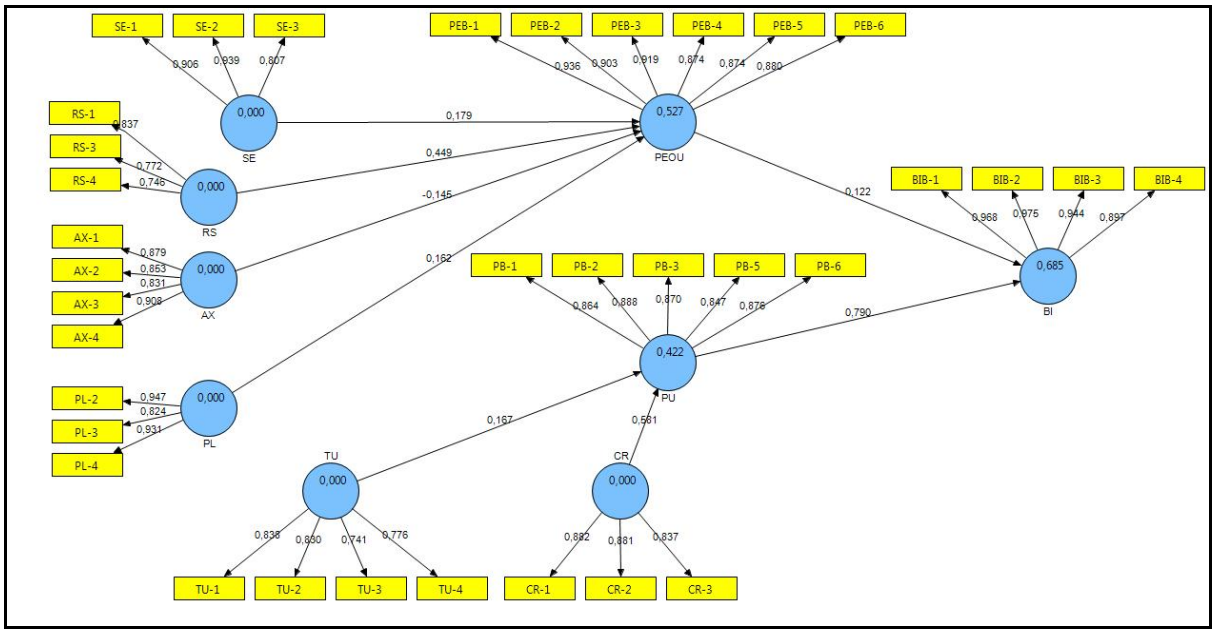


Table 95 Exploratory analysis blogging: relationships - resulting model

	exogenous LV		endogenous LV			resulting model			
number of hypothesis	LV name	LV abbr.	LV name	LV abbr.	hypoth. kind of relation	path coeff.	path significance	effect size f^2	effect category
1	perceived ease of use	PEOU, PE	perceived usefulness	PU, P	positive	-	-	-	-
2	perceived ease of use	PEOU, PE	behavioral intention	BI	positive	0.122	$p \leq 0.01$	0.044	small
3	perceived usefulness	PU, P	behavioral intention	BI	positive	0.79	$p \leq 0.001$	1.867	large
4	C/I self efficacy	SE	perceived ease of use	PEOU, PE	positive	0.179	$p \leq 0.05$	0.032	small
5	perceived resources	RS	perceived ease of use	PEOU, PE	positive	0.449	$p \leq 0.001$	0.186	medium
6	C/I anxienty	AX	perceived ease of use	PEOU, PE	negative	-0.145	$p \leq 0.05$	0.025	small
7	C/I playfulness	PL	perceived ease of use	PEOU, PE	positive	0.162	$p \leq 0.01$	0.053	small
8a	trust in kown others - benevolence	TB	perceived usefulness	PU, P	positive	-	-	-	-
8b	trust in kown others - integrity	TI	perceived usefulness	PU, P	positive	-	-	-	-
8c	trust in kown others - ability	TA	perceived usefulness	PU, P	positive	-	-	-	-
9	trust in unknown others	TU	perceived usefulness	PU, P	positive	0.167	$p \leq 0.01$	0.043	small
10	expected intrinsic rewards	IR	perceived usefulness	PU, P	positive	-	-	-	-
11	expected enjoyment in helping	EN	perceived usefulness	PU, P	positive	-	-	-	-
12	value of community welfare	WE	perceived usefulness	PU, P	positive	-	-	-	-
13	perceived moral obligation	MO	perceived usefulness	PU, P	positive	-	-	-	-
14	cross-posting intentions	CR	perceived usefulness	PU, P	positive	0.581	$p \leq 0.001$	0.533	large
15	experienced and/or anticipated offline interactions	OF	perceived usefulness	PU, P	positive	-	-	-	-

Figure 12 Exploratory analysis blogging: model diagram - interim model

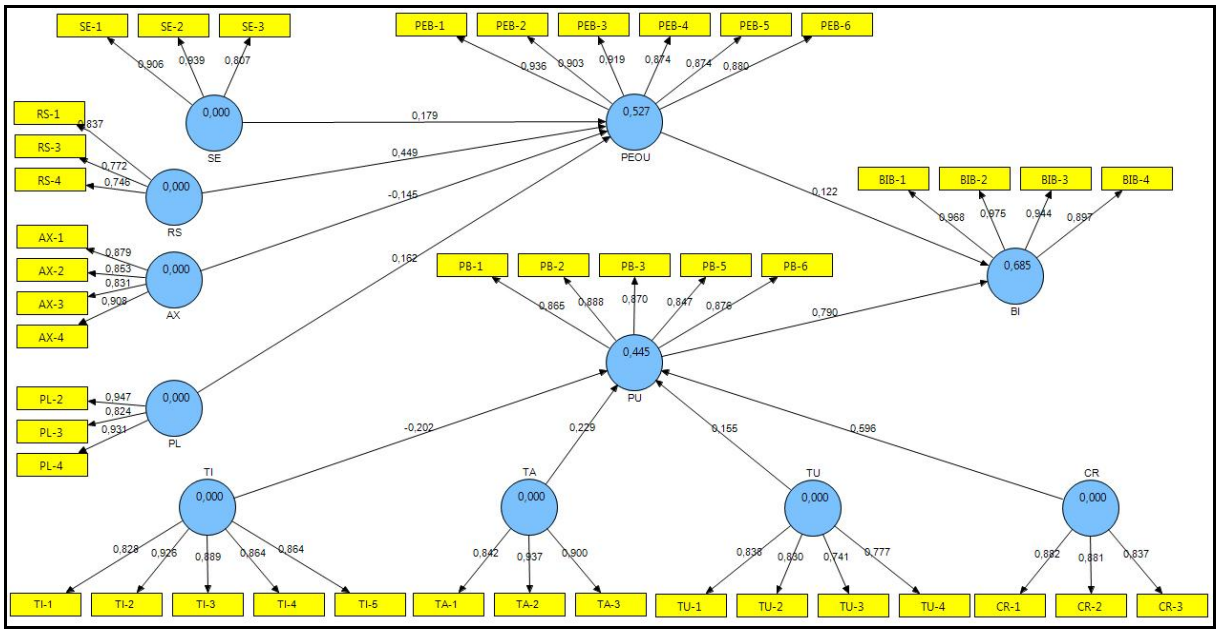


Table 96 Exploratory analysis blogging: relationships - interim model

	exogenous LV		endogenous LV			resulting model			
number of hypothesis	LV name	LV abbr.	LV name	LV abbr.	hypoth. kind of relation	path coeff.	path significance	effect size f^2	effect category
1	perceived ease of use	PEOU, PE	perceived usefulness	PU, P	positive	-	-	-	-
2	perceived ease of use	PEOU, PE	behavioral intention	BI	positive	0.122	$p \leq 0.01$	0.044	small
3	perceived usefulness	PU, P	behavioral intention	BI	positive	0.79	$p \leq 0.001$	1.867	large
4	C/I self efficacy	SE	perceived ease of use	PEOU, PE	positive	0.179	$p \leq 0.05$	0.030	small
5	perceived resources	RS	perceived ease of use	PEOU, PE	positive	0.449	$p \leq 0.001$	0.190	medium
6	C/I anxienty	AX	perceived ease of use	PEOU, PE	negative	-0.145	$p \leq 0.05$	0.025	small
7	C/I playfulness	PL	perceived ease of use	PEOU, PE	positive	0.162	$p \leq 0.01$	0.055	small
8a	trust in kown others - benevolence	TB	perceived usefulness	PU, P	positive	-	-	-	-
8b	trust in kown others - integrity	TI	perceived usefulness	PU, P	positive	-0.202	$p \leq 0.05$	0.031	small
8c	trust in kown others - ability	TA	perceived usefulness	PU, P	positive	0.229	$p \leq 0.05$	0.040	small
9	trust in unknown others	TU	perceived usefulness	PU, P	positive	0.155	$p \leq 0.01$	0.034	small
10	expected intrinsic rewards	IR	perceived usefulness	PU, P	positive	-	-	-	-
11	expected enjoyment in helping	EN	perceived usefulness	PU, P	positive	-	-	-	-
12	value of community welfare	WE	perceived usefulness	PU, P	positive	-	-	-	-
13	perceived moral obligation	MO	perceived usefulness	PU, P	positive	-	-	-	-
14	cross-posting intentions	CR	perceived usefulness	PU, P	positive	0.596	$p \leq 0.001$	0.578	large
15	experienced and/or anticipated offline interactions	OF	perceived usefulness	PU, P	positive	-	-	-	-

Predictive power of the resulting model:

The resulting PLS path model shows substantial power (R^2 = 0.685) in explaining the behavioural intention (BI) of blogging leisure-blogs due to a large effect (f^2 = 1.867) of the perceived usefulness (PU) of blogging leisure-blogs and a small effect (f^2 = 0.044) of the corresponding PEOU. PU was measured as bundle of exemplary utilities bloggers might perceive. Those exemplary utilities were: (1) to have an own diary or mountaineering journal, (2) for sharing own experiences, (3) to show what is important for oneself, (4) because it is superb to have one and (5) to allow full bent of one´s creativity.

Perceived ease of use:

PEOU in the resulting model shows a small effect on BI (f^2 = 0.044) and no significant effect on PU. PEOU of the blogging software is above average explained (R^2 = 0.527) by a medium effect of resources (RS, f^2 = 0.186) and by small effects of C/I self efficacy (SE, f^2 = 0.032), C/I anxiety (AX, f^2 = 0.025) and C/I playfulness (PL, f^2 = 0.053). The indicators reflecting the exogenous LV resources (RS) were the previous experience with similar software tools (2 indicators) and the availability of an appropriate Internet connection (1 indicator).

Perceived usefulness:

In the resulting model the perceived usefulness (PU) of having an own leisure-blog (R^2 = 0.422) is predicted above average by a large effect of the model element cross-posting intentions (CR, f^2 = 0.533) which represents specific publishing needs and by a small effect of trust in unknown others (TU, f^2 = 0.043).

Trust in known others´ abilities (TA) and integrity (TI):

The resulting model shown in *Figure 11* includes no LVs from the ‘trust in known others’ group. In the course of model fitting the relationship TI → PU had to be removed because its sign was negative (hypothesized was a positive relationship TI → PU) and lacked theoretical foundations. After removal of the relationship TI → PU the relationship TA → PU became insignificant in the model and consequentially was removed.

The consideration that people with less trust in the integrity of others perceive having an own blog (i.e. their own place on the Internet) as more useful is worth contemplating. It would go with the considerations for the relationship CR → PU regarding the need for an own place on the Internet. Another speculation might be that bloggers have a deeper knowledge of the integrity of their own kind of people, see them f. e. from a more critical perspective, and therefore tend to vote more adverse on TI. Therefore, detecting a negative relationship TI → PU in the data sample was considered noteworthy and the corresponding interim model (*Figure 12*, *Table 96*) was documented.

Trust in unknown others:

People tending to assess personal information about them publicly available on the Internet as less hazardous and the Internet as safer than others (TU) tend to perceive having an own leisure-blog as more useful (PU).

Publishing needs – cross-posting intentions (CR):

People who indicate having all own content together plus re-publishing / referring to the same content at other places on the Internet (which facilitates easy participation in several online communities of their interest and all at once) as more important for them, tend to indicate a higher perceived usefulness (PU) of blogging leisure-blogs than others.

Surprisingly with the need for cross-posting and multi-membership represented by the LV cross-posting intentions (CR) a behaviour pattern heavily criticised and fought against when employed in online marketing campaigns of dubious Internet businesses shows dominant explanatory power in predicting PU of having a leisure-blog. Cross-posting own blog-articles and placing direct links to own blog-articles at other websites is a powerful instrument for marketing one´s own content but the delimitation from spamming the Web with unqualified articles may be gradual and attract criticism.

The model element CR represents two substantial needs of participants:

(1) A need for an own place on the Internet

For participants rating higher on PU of blogging a leisure-blog having own content (in the form of hiking and getaway stories) concentrated at one (own) place on the Internet (f. e. a leisure-blog) is more important than for others.

A blog facilitates the build-up of a huge collection of own content (i.e. blog-articles), presented in reverse-chronological order. Bloggers can tag and categorise their blog-articles and use a full-text search-function for convenient retrieval of blog-articles.

Blog authors have maximum control over their online appearance and the staging of their favourite topics going as far as deleting comments of others and blocking awkward fellows from commenting.

In contrast, participating in an online forum always means mixing own content with responses of others and having no direct control over subsequent posts and possibly escalating online discussions.

In case of a self-hosted blog bloggers additionally enjoy maximum independence of service providers (free open-source software, full customising possibilities of the software, maximum backup possibilities, etc.).

These examples illustrate how blogs facilitate more independence of others and the perception of having an ‘own place on the Internet’.

(2) A need for flexible and easy participation in various online communities with the same own content

For participants rating higher on PU of having a leisure-blog the possibility to re-publish (or refer to) own blog-articles at other places on the Internet for reaching a maximum audience of readers and thus having the opportunity to easily participate in several online communities with own hiking and getaway stories is more important than for others.

Technically blogs support easy re-publishing by separating format and content (via CSS-Stylesheets) and the provision of RSS-feeds (typically feeds for blog-articles

and blog comments are provided). The ‘permalink-structure’ of blogs offers permanent direct links to blog-articles and pictures. In case of a blogger´s participation in an online forum, the permalink-structure facilitates direct linking to own blog-articles and the usage of picture-links instead of making painful uploads of picture files, both making forum participation very convenient. This example illustrates how own content in a leisure blog can be used for participation in several online communities which facilitates multi-membership of the blog author.

12 Conclusions

This section summarises the results of the exploratory analyses (for more detailed presentations of the exploratory analyses see *sections 10.5* and *11*), it outlines the connection of findings to prior research (see *sections 2, 5.1* and *6* for an introduction), discusses possible starting points for further research and offers recommendations in case a regional TMO intends to start an online community about leisure time activities in its region and based on blogs.

Although these exploratory results are still requiring confirmation by means of new sample data, they should be considered strong recommendations of the directions further research should take. Additionally the presented interpretations of the resulting models offer substantial support for regional TMOs in the evaluation, design and implementation of ‘communities of regional leisure-blogs of residents’ as new instrument in regional tourism marketing.

Overview

Table 97 summarises the results of model fitting for the reading, commenting and blogging behaviours, each of the behaviours modelled in a separate model. It is important to note that the resulting models only integrate those hypothesized relationships for which significant effects were found in the data sample.

Table 98 shows the R^2 values obtained in the resulting models. An assessment of the importance and relevance of each resulting model is presented subsequently.

Table 97 Overall results: significant relationships in resulting PLS path models

	exogenous LV		endogenous LV			participation behaviour & effect size		
number of hypothesis	LV name	LV abbr.	LV name	LV abbr.	kind of relation	reading	commenting	blogging
1	perceived ease of use	PEOU, PE	perceived usefulness	PU, P	positive	small	small	-
2	perceived ease of use	PEOU, PE	behavioral intention	BI	positive	small	small	small
3	perceived usefulness	PU, P	behavioral intention	BI	positive	large	large	large
4	C/I self efficacy	SE	perceived ease of use	PEOU, PE	positive	-	-	small
5	perceived resources	RS	perceived ease of use	PEOU, PE	positive	-	-	medium
6	C/I anxienty	AX	perceived ease of use	PEOU, PE	negative	medium	medium	small
7	C/I playfulness	PL	perceived ease of use	PEOU, PE	positive	-	small	small
8a	trust in kown others - benevolence	TB	perceived usefulness	PU, P	positive	-	-	-
8b	trust in kown others - integrity	TI	perceived usefulness	PU, P	positive	-	-	-
8c	trust in kown others - ability	TA	perceived usefulness	PU, P	positive	small	small	-
9	trust in unknown others	TU	perceived usefulness	PU, P	positive	-	-	small
10	expected intrinsic rewards	IR	perceived usefulness	PU, P	positive	-	small	-
11	expected enjoyment in helping	EN	perceived usefulness	PU, P	positive	-	-	-
12	value of community welfare	WE	perceived usefulness	PU, P	positive	small	-	-
13	perceived moral obligation	MO	perceived usefulness	PU, P	positive	-	-	-
14	cross-posting intentions	CR	perceived usefulness	PU, P	positive	small	small	large
15	experienced and/or anticipated offline interactions	OF	perceived usefulness	PU, P	positive	-	small	-

Table 98 Overall results: R^2 values in resulting PLS path models

endogenous LV		participation behaviour & R^2		
LV name	LV abbr.	reading	commenting	blogging
perceived ease of use	PEOU, PE	0.126	0.204	0.527
perceived usefulness	PU, P	0.18	0.276	0.422
behavioral intention	BI	0.519	0.583	0.685

Suitability of the TAM for modelling behavioural intentions:

The resulting PLS path models show substantial power in predicting the behavioural intention (BI) of reading, commenting and blogging leisure-blogs due to large effects of the perceived usefulness (PU) on BI. The results support the applicability of the TAM of Davis et al ([Da 89]) for modelling participation behaviour in communities of regional leisure-blogs.

The perceived utilities of blog reading, commenting and blogging were each measured with a set of five indicators, each indicator asking for agreement on a specific perceived utility of the respective behaviour. Those indicators can be re-used in future research and can support regional TMOs in developing a proper understanding of typical utilities witnessed by regular blog readers, commentators and bloggers – *Table 99* lists the exemplary utilities that were used as PU-indicators,

the actual indicator-wording in German language is presented in *Annex 2*, for the English translations see *section 7.3.3*.

Further research is well advised to focus on explaining the perceived usefulness (PU) because for all behaviours the perceived ease of use (PEOU) shows only a small effect on the behavioural intention (BI).

Regional TMOs clearly should have an eye on the end-user friendliness of Internet applications but be aware that superior ease of use of the software does not make a difference once the average user-friendliness of modern blog software is assured.

Consequentially the subsequent part of this section exclusively deals with the importance of exogenous LVs in explaining PU.

Table 99 Exemplary utilities of blog reading, commenting and blogging

indicator	**exemplary utility**
blog reading	
PR-1	the build-up of knowledge
PR-2	getting new ideas
PR-3	receiving recommendations for hiking tours and getaways
PR-4	being updated on local conditions
PR-5	taking advantage of the experiences of others
blog commenting	
PC-1	possibility of knowledge-sharing
PC-2	asking questions
PC-3	contacting the blog author and other readers
PC-5	expressing one´s creativity
PC-6	because commenting is fun
blogging	
PB-1	to have an own diary or mountaineering journal
PB-2	for sharing own experiences
PB-3	to show what is important for oneself
PB-5	because it is superb to have one
PB-6	to allow full bent of one´s creativity

PU of blog reading:

The resulting model for the reading behaviour shows weak power in explaining PU (R^2 0.18).

Small effects of four latent variables (TA, CR, WE and PEOU) on PU were found in the resulting model – see *section 11.2* for a detailed interpretation – leaving by far the largest part of the utility perceptions of reading leisure-blogs unexplained. The reasons for the weakness of the resulting model may be found in the underlying assumption of the initial model that even for blog reading PU is primarily socially determined by trust in others and helping and self-expression intentions of participants in an online community. The results obtained indicate that ignoring readers´ perceptions of the information found in leisure-blogs and overemphasizing their social perceptions and communicative intentions leads to weak predictive power in explaining PU of blog reading.

In explaining the PU of blog reading, further research is well advised to investigate the characteristics and associated perceptions of the information presented in leisure-blogs. Modelling utility perceptions in dependence of certain characteristics of the information provided in blog-articles has the potential to provide higher predictive power. Indications like that participants in online travel communities primarily seek social and hedonic benefits ([Wa 04]) and that user generated content has its strengths in being credible ([Ch 08]) and better covering the emotive function of information ([Vae 07]) should not be ignored – see *section 2.2*. But the results of this project fall short in offering more than an idea of that explanations for PU of blog reading should first of all be sought in readers´ perceptions of the characteristics of the content found in leisure-blogs and not in readers´ 'social' perceptions and intentions.

For attracting readers, regional TMOs should focus on the quality of blog-articles offered in leisure-blogs and try to engage capable authors – not everybody with expendable leisure time and sufficient computer skills has the potential to become a capable blog author. Useful information does not only include textual content but also photos and other media technically combinable with blogs (f. e. electronic maps, GPS tracks, videos, high resolution slideshows, podcasts, etc.). Emphasis should be

put on finding out and offering the content people perceive as useful. Blog authors should act as a team of people with common interests sharing experiences and ideas and referring to blog content of each other leading to a perceivable online community of authors in which readers can at least mentally participate.

It is important to note that the sample obtained for this research project can only be considered meaningful for the group of regular readers while the by far larger group of occasional visitors is under-represented. For a regional TMO the latter group of occasional visitors will be the most important target group. Therefore future research should address blog readers with a separate more appropriate approach.

PU of blog commenting:

The resulting PLS path model for the commenting behaviour showed slightly below average predictive power in explaining PU (R^2 0.276). Although leaving a blog comment is much easier and requires by far less efforts than publishing a blog-article, in the sample blog commenting was found a less prevalent actual behaviour than blogging – see *section 10.2.3*. Additionally other than with starting an own blog, blog commenting requires no particular decision. Taking into account this fuzzy nature of the commenting behaviour, obtaining an R^2 of 0.276 can be considered as quite good.

Small effects of five latent variables (TA, IR, CR, OF and PEOU) on PU were found in the resulting model – see *section 11.3* for a detailed interpretation.

Four of the five significant relationships explaining PU in the resulting model can be interpreted as two key areas of application of the commenting function of leisure-blogs:

1. <u>Application of the commenting function for self-expression, promotion of own content and receipt of intrinsic rewards of being important for others:</u> Commentators tend to perceive it as more useful to comment blog-articles of capable blog authors (TA → PU), receive reward in being important (IR → PU) and intend to participate in several online communities all at once with their own content (CR → PU).

2. Application of the commenting function for coming into contact with others: Commentators tend to vote for personal face-2-face contacts supplementing regular online contacts (OF → PU) and tend to more trust the abilities (TA → PU) of blog authors.

Future research might be interested in identifying and modelling typical applications of the commenting function of leisure blogs, f. e. based on egocentric versus communicative/interactive goals.

For attracting commentators regional TMOs should - as already recommended for attracting readers – focus on the quality of blog-articles and try to find capable blog authors. Blog authors should be accessible people regularly checking for and responding to new comments. Prospective commentators may appreciate the TMO organising supplementing real-life group activities. Regional TMOs should be aware that commentators tend to have own content elsewhere on the Internet they want to refer to which makes the openness of the platform for the placement of external links via blog comments an important precondition. This notion is important because such content and/or referred websites may not always politically suit a TMO. As commentators tend to see themselves as important (for others) and gain intrinsic rewards in showing own knowledge and experience, regional TMOs should be careful in using (groups of) leisure-blogs of residents for own marketing campaigns. Selling (a group of) leisure-blogs as personal success of tourism managers or a regional TMO may be counterproductive.

PU of having a leisure-blog:

The resulting model shows above average power in explaining PU (R^2 0.422).

A large effect of cross-posting intentions (CR) and a small effect of trust in the safety of the Internet (TU) on PU were found, the importance of the path CR → PU being the major finding of this doctoral thesis project.

It seems natural that people having or intending to have own content on the Internet, tend to have more trust in the safety of the Internet, especially if such content is published for non-commercial reasons.

The path CR → PU, i.e. the found large effect of CR on PU, requires far more interpretation.

Like two sides of a coin the model element CR represents two substantial needs of participants – see *section 11.4* for a more detailed presentation:

1. a need for an own place on the Internet and
2. a need for flexible and easy participation in various online communities with the same own content.

According to *F. B. Víegas* authorship is central to blogs ([Vi 05], see also *section 2.4*). Blogs facilitate both (1) the build-up and presentation of an online archive of own content and (2) easy re-publishing of and referring to the same own content at other places on the Internet, thus facilitating easy participation with the same own content in several online communities all at once. The aforementioned means that while the LV CR represents typical publishing needs of people assessing having an own blog as more useful, an own blog can be expected to satisfy such needs.

Such behaviour of re-publishing and/or referring to own content at other places on the Internet may become important if the number of readers and commentators in a blogger´s own blog does not fulfil a blogger´s need for communication and companionship. Thus, the dominance and predictive power of the relationship CR → PU can be interpreted as indication that the online communication taking place in leisure-blogs and the form of online community typically evolving in a single blog or a group of blogs do not completely satisfy bloggers' need for community and companionship. Additionally this finding supports the expected community of interest type of community as the typically developing form of online community on the single blog or group of blogs level ([He 03], *section 5.1*).

A justifiable interpretation is that typically a single blog or group of blogs does not evolve into a full-bent online community on its own and should therefore always be comprehended as being embedded in other online communities ([Ch 08] mentions the importance of such a comprehensive view - *section 2.4*). This means a substantial reason for maintaining an own leisure-blog relates to participation-intentions in other online communities; online forum participation being a suitable

example. Typically people having or intending to have an own leisure-blog are interested in the participation in other online communities about leisure-time activities, i.e. they are interested in 'multi-membership'.

Thus independence of others, having control over one´s own content and being flexible in participating somewhere else on the Internet substantially explains the behaviour of people having leisure-blogs.

This explanation very likely holds for many contexts where private individuals engage in maintaining a non-commercial blog about topics of their private life and / or leisure time activities.

Further research may confirm, apply and refine the relationship CR → PU and in detail specify the types of online community forming around blogs and the patterns of integration of blogs in other types of online community. The operation of the pilot-platform www.wandertipp.at and the participation of the author with own blog content in the online forum www.gipfeltreffen.at can be seen as an exemplary case of such integration (for a comparison of having an own blog and the participation in an online forum see [Al 07], p. 22 and *section 2.3*).

Regional TMOs should be aware that their offerings have to serve bloggers´ needs for (1) an own place on the Internet, facilitating a high degree of independence of others, and (2) for flexibility in cross-posting and referencing to own content at other places on the Internet. Obviously this means that a TMO has no exclusive rights in blog-articles and should not prevent bloggers from re-publishing their content wherever they want. As already mentioned with the recommendations for attracting commentators, using (a group of) leisure-blogs for a TMO´s marketing campaigns can be counterproductive and therefore - if at all - should be conducted in a modest way. Leisure-blogs represent an own place for blog authors and should therefore be easily adaptable to fit their needs. In the light of the results of this research project it would go too far to advise TMOs to establish combinations of blogs and other social networking applications.

For research and practice searching for working combinations of blogs and other software applications facilitating online communities is a promising starting point. The

present efforts to develop the Wordpress multi-user software, the pilot-platform was based upon, into a full-feature social networking platform can be seen as step in the right direction. But possibly such efforts fall short in serving the actual needs of bloggers who are not first of all thinking in platforms, operators and technologies but have a strong need for flexibility, multi-membership and independency.

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14 List of figures

15 List of tables

Annex 1 Questionnaire items in literature

Table 100 Questionnaire items in literature

model element	item group	indicator	literature reference where the indicator or a very similar one was used
perceived usefulness	PR, PC, PB	Using the Web improves my performance in college.	[Da 89], [Ve00], [Th 99], [Ag 00], [Ch 01]
perceived usefulness	PR, PC, PB	Using WriteOne in the MBA program would increase my productivity.	[Da 89], [Ve00], [Th 99], [Ag 00], [Ch 01]
perceived usefulness	PR, PC, PB	Using WirteOne would enhance my effectiveness in the MBA program.	[Da 89], [Ve00], [Th 99], [Ag 00]
perceived usefulness	PR, PC, PB	I would find WriteOne useful in the MBA program.	[Da 89], [Ve00], [Th 99], [Ch 01]
perceived usefulness	PR, PC, PB	Using the Internet provides me with information that would lead to better decisions.	[Th 99]
perceived usefulness	PR, PC, PB	I find the Web useful in my college activities.	[Ag 00]
perceived usefulness	PR, PC, PB	Using Microsoft Word can make it easier to do my job.	[Ch 01]
perceived usefulness	PR, PC, PB	Using (application) improves the quality of the work I do	[Le 03]
perceived usefulness	PR, PC, PB	Using (application) gives me greater control over my work.	[Le 03]
perceived usefulness	PR, PC, PB	Application enables me to accomplish tasks more quickly.	[Le 03]
perceived usefulness	PR, PC, PB	Application supports critical aspects of my job.	[Le 03]
perceived usefulness	PR, PC, PB	Using (application) allows me to accomplish more work than would otherwise be possible.	[Le 03]
perceived ease of use	PER, PEC, PEB	Learning to use the Internet would be easy for me.	[Da 89], [Th 99]
perceived ease of use	PER, PEC, PEB	I would it find easy to use the Internet to do what I want to do.	[Da 89], [Ve 00], [Th 99]
perceived ease of use	PER, PEC, PEB	It would be easy for me to become skilful at using the Internet.	[Da 89], [Th 99], [Ag 00], [Ch 01]
perceived ease of use	PER, PEC, PEB	I would find the Internet easy to use.	[Da 89], [Ve 00], [Th 99], [Ag 00]
perceived ease of use	PER, PEC, PEB	My interaction with the system is clear and understandable.	[Ve 00], [Ch 01]
perceived ease of use	PER, PEC, PEB	Learning to operate the Web is easy for me.	[Ag 00]
perceived ease of use	PER, PEC, PEB	I find it easy to get the Web to do what I want it to do.	[Ag 00], [Ch 01]
perceived ease of use	PER, PEC, PEB	I find Microsoft Word to be flexible to interact with.	[Ch 01]
perceived ease of use	PER, PEC, PEB	Interacting with the (application) is often frustrating.	[Le 03]
perceived ease of use	PER, PEC, PEB	It is easy for me to remember how to perform tasks using the (application).	[Le 03]
perceived ease of use	PER, PEC, PEB	I believe that it is easy to get the debugging tool to do what I want it to do.	[Ba 98]
perceived ease of use	PER, PEC, PEB	Overall, I believe that the debugging tool is easy to use.	[Ba 98]
perceived ease of use	PER, PEC, PEB	Learning to operate the debugging tool is easy for me.	[Ba 98]
perceived ease of use	PER, PEC, PEB	Interacting with the (application) requires a lot of mental effort.	[Le 03]
perceived ease of use	PER, PEC, PEB	I find it takes a lot of effort to become skilful at using the (application).	[Le 03]

model element	item group	indicator	literature reference where the indicator or a very similar one was used
perceived ease of use	PER, PEC, PEB	I believe that the debugging tool is cumbersome to use.	[Ba 98]
perceived ease of use	PER, PEC, PEB	My using the debugging tool requires a lot of mental effort.	[Ba 98]
perceived ease of use	PER, PEC, PEB	Using the debugging tool is often frustrating.	[Ba 98]
behavioural intention	BIR, BIC, BIB	Assuming I had access to the system, I intend to use it.	[Da 89], [Ve 00]
behavioural intention	BIR, BIC, BIB	Given that I had access to the system, I predict that I would use it.	[Da 89], [Ve 00]
behavioural intention	BIR, BIC, BIB	I plan to use the Web in the future.	[Ag 00]
behavioural intention	BIR, BIC, BIB	I intend to continue using the Web in the future.	[Ag 00]
behavioural intention	BIR, BIC, BIB	I expect my use of the Web to continue in the future.	[Ag 00]
behavioural intention	BIR, BIC, BIB	I always try to use Microsoft Word to do a task whenever it has a feature to help me perform it.	[Ch 01]
behavioural intention	BIR, BIC, BIB	I always try to use Microsoft Word in as many cases / occasions as possible.	[Ch 01]
C /I self efficacy	SE	I could complete the job using a software package if there was no one around to tell me what to do as I go.	[Ve 00], [Co 95], [Ag 00], [Ch 01]
C /I self efficacy	SE	I could complete the job using a software package if I had never used a package like it before.	[Ve 00], [Co 95], [Ag 00], [Ch 01]
C /I self efficacy	SE	I could complete the job using a software package if I had only the software manuals for reference	[Ve 00], [Co 95], [Ag 00], [Ch 01]
C /I self efficacy	SE	I could complete the job using a software package if I had seen someone else using it before trying it myself.	[Ve 00], [Co 95], [Ag 00], [Ch 01]
C /I self efficacy	SE	I could complete the job using a software package if I could call someone for help if I got stuck.	[Ve 00], [Co 95], [Ag 00], [Ch 01]
C /I self efficacy	SE	I could complete the job using a software package if someone else had helped me get started.	[Ve 00], [Co 95], [Ag 00], [Ch 01]
C /I self efficacy	SE	I could complete the job using a software package if I had a lot of time to complete the job for which the software was provided.	[Ve 00], [Co 95], [Ag 00], [Ch 01]
C /I self efficacy	SE	I could complete the job using a software package if I had just the built-in help facility for assistance.	[Ve 00], [Co 95], [Ag 00], [Ch 01]
C /I self efficacy	SE	I could complete the job using a software package if someone showed me how to do it first.	[Ve 00], [Co 95], [Ag 00], [Ch 01]
C /I self efficacy	SE	I could complete the job using a software package if I had used similar packages before this one to do the same job.	[Ve 00], [Co 95], [Ag 00], [Ch 01]
perceived resources	RS	I have control over using the system.	[Ve 00]
perceived resources	RS	I have the resources necessary to use the system.	[Ve 00]
perceived resources	RS	Given the resources, opportunities and knowledge it takes to use the system, it would be easy for me to use the system.	[Ve 00]
perceived resources	RS	The system is not compatible with other systems I use.	[Ve 00]
C/I anxiety	AX	Computers do not scare me at all.	[Ve 00]
C/I anxiety	AX	Working with a computer makes me nervous.	[Ve 00]
C/I anxiety	AX	I do not feel threatened when others talk about computers.	[Ve 00]
C/I anxiety	AX	It wouldn´t bother me to take computer courses.	[Ve 00]
C/I anxiety	AX	Computers make me feel uncomfortable	[Ve 00]

model element	item group	indicator	literature reference where the indicator or a very similar one was used
C/I anxiety	AX	I feel at ease in a computer class.	[Ve 00]
C/I anxiety	AX	I get a sinking feeling when I think to use a computer.	[Ve 00]
C/I anxiety	AX	I feel comfortable working with a computer.	[Ve 00]
C/I anxiety	AX	Computers make me feel uneasy.	[Ve 00]
C/I playfulness	PL	When using the Web I am Spontaneous.	[Ve 00], [Ag 00]
C/I playfulness	PL	When using the Web I am Imaginative.	[Ve 00], [Ag 00]
C/I playfulness	PL	When using the Web I am Flexible.	[Ve 00], [Ag 00]
C/I playfulness	PL	When using the Web I am Creative.	[Ve 00], [Ag 00]
C/I playfulness	PL	When using the Web I am Playful.	[Ve 00], [Ag 00]
C/I playfulness	PL	When using the Web I am Original.	[Ve 00], [Ag 00]
C/I playfulness	PL	When using the Web I am Inventive.	[Ve 00], [Ag 00]
trust in known others - benevolence	TB	I believe that AAA would act in my best interest.	[Mc 02]
trust in known others - benevolence	TB	If I required help, AAA would do its best to help me.	[Mc 02]
trust in known others - benevolence	TB	AAA is interested in my well-being, not just its own.	[Mc 02]
trust in known others - benevolence	TB	I trust this store keeps my best interests in mind.	[Ja 00], [Do 97]
trust in known others - benevolence	TB	This store could not care less about servicing a person from Australia.	[Ja 00]
trust in known others - benevolence	TB	We can count on AA to consider how their decisions will affect us.	[Ge 02]
trust in known others - benevolence	TB	AA put customer´s interest before their own.	[Ge 02]
trust in known others - benevolence	TB	This supplier is genuinely concerned that our business succeeds.	[Do 97]
trust in known others - benevolence	TB	When making important decisions, this supplier considers our welfare as well as its own.	[Do 97]
trust in known others - benevolence	TB	This salesperson is only concerned about himself/herself.	[Do 97]
trust in known others - benevolence	TB	This salesperson does not seem to be concerned with our needs.	[Do 97]
trust in known others - benevolence	TB	The other participants on this bulletin board are very concerned about the ability of people to get along.	[Ri 02]
trust in known others - benevolence	TB	The participants on this bulletin board are concerned with what is important to others.	[Ri 02]
trust in known others - benevolence	TB	The participants on this bulletin board will do everything within their capability to help others.	[Ri 02]
trust in known others - benevolence	TI	I find it necessary to be cautious with this store.	[Ja 00]
trust in known others - integrity	TI	AAA is truthful in its dealings with me.	[Mc 02]
trust in known others - integrity	TI	I would characterize AAA as honest.	[Mc 02]
trust in known others - integrity	TI	AAA would keep its commitments.	[Mc 02]

model element	item group	indicator	literature reference where the indicator or a very similar one was used
trust in known others - integrity	TI	This store is trustworthy.	[Ja 00], [Do 97]
trust in known others - integrity	TI	This store wants to be known as one who keeps promises and commitments.	[Ja 00]
trust in known others - integrity	TI	AA are frank when dealing with us.	[Ge 02], [Do 97]
trust in known others - integrity	TI	AA are honest about their problems.	[Ge 02]
trust in known others - integrity	TI	Even when explanations are given by AA are unlikely, they are the truth.	[Ge 02]
trust in known others - integrity	TI	AA are open in dealing with us.	[Ge 02]
trust in known others - integrity	TI	Our organisation can count on AA to be sincere.	[Ge 02]
trust in known others - integrity	TI	This supplier keeps promises it makes to our firm.	[Do 97]
trust in known others - integrity	TI	This supplier is not always honest with us.	[Do 97]
trust in known others - integrity	TI	We believe the information that this vendor provides us.	[Do 97]
trust in known others - integrity	TI	We find it necessary to be cautious with this supplier.	[Do 97]
trust in known others - integrity	TI	This salesperson does not make false claims.	[Do 97]
trust in known others - integrity	TI	We do not think this salesperson is completely open in dealing with us.	[Do 97]
trust in known others - integrity	TI	The people at my firm do not trust this salesperson.	[Do 97]
trust in known others - integrity	TI	The other participants on this bulletin board would not knowingly do anything to disrupt the conversation.	[Ri 02]
trust in known others - integrity	TI	The participants on this bulletin board try hard to be fair in dealing with one another.	[Ri 02]
trust in known others - integrity	TI	The other participants on this bulletin board do not behave in a consistent manner.	[Ri 02]
trust in known others - integrity	TI (?)	This retailer has more to lose than to gain by not delivering on their promises.	[Ja 00]
trust in known others - abilities	TA	AAA is competent and effective in providing ...	[Mc 02]
trust in known others - abilities	TA	AAA performs its role of giving ... very well.	[Mc 02]
trust in known others - abilities	TA	Overall, AAA is a capable and proficient ...	[Mc 02]
trust in known others - abilities	TA	In general, AAA is very knowledgeable about ...	[Mc 02]
trust in known others - abilities	TA	This store´s behaviour meets my expectations.	[Ja 00]
trust in known others - abilities	TA	AA are competent in their field.	[Ge 02]
trust in known others - abilities	TA	AA are knowledgeable concerning their products.	[Ge 02]
trust in known others - abilities	TA	I feel very confident about the skills that the other participants on this bulletin board have in relation to the topics we discuss.	[Ri 02]
trust in known others - abilities	TA	The other participants on this bulletin board have much knowledge about the subject we discuss.	[Ri 02]
trust in known others - abilities	TA	The other participants on this bulletin board have specialised capabilities that can add to the conversation on this bulletin	[Ri 02]
trust in known others - abilities	TA	The other participants on this bulletin board are well qualified in the topics we discuss.	[Ri 02]

model element	item group	indicator	literature reference where the indicator or a very similar one was used
trust in known others - abilities	TA	The other participants on this bulletin board are very capable of performing tasks in the topics we discuss.	[Ri 02]
trust in known others - abilities	TA	The other participants on this bulletin board seem to be successful in the activities they undertake.	[Ri 02]
trust in unknown others	TU	I feel good about how things go when I do purchasing or other activities on the Internet.	[Mc 02]
trust in unknown others	TU	I am comfortable making purchases on the Internet.	[Mc 02]
trust in unknown others	TU	I feel that most Internet vendors would act in a customers´ best interest.	[Mc 02]
trust in unknown others	TU	Most Internet vendors are interested in customer well-being, not just their own well-being.	[Mc 02]
trust in unknown others	TU	I always feel confident that I can rely on Internet vendors to do their part when I interact with them.	[Mc 02]
trust in unknown others	TU	The Internet has enough safeguards to make me feel comfortable using it to transact personal business.	[Mc 02]
trust in unknown others	TU	I feel assured that legal and technological structures adequately protect me from problems on the Internet.	[Mc 02]
trust in unknown others	TU	In general, the Internet is now a robust and safe environment in which to transact business.	[Mc 02]
trust in unknown others	TU	I generally have faith in humanity.	[Mc 02]
trust in unknown others	TU	I feel that people are generally reliable.	[Mc 02]
trust in unknown others	TU	I generally trust other people unless they give me reason not to.	[Mc 02]
expected intrinsic rewards	IR	I earn respect from others by participating in the Message Boards.	[Wa 05]
expected intrinsic rewards	IR	I feel that participation improves my status in the profession.	[Wa 05]
expected intrinsic rewards	IR	I participate in the Message Boards to improve my reputation in the profession.	[Wa 05]
expected enjoyment in helping	EN	I like helping other people.	[Wa 05]
expected enjoyment in helping	EN	It feels good to help others solve their problems.	[Wa 05]
expected enjoyment in helping	EN	I enjoy helping others in the Message Boards.	[Wa 05]
value of community welfare	WE	I would feel a loss if the Message Boards were no longer available.	[Wa 05]
value of community welfare	WE	I really care about the fate of the Message Boards.	[Wa 05]
value of community welfare	WE	I feel a great deal of loyalty to the Message Boards.	[Wa 05]
perceived moral obligation	MO	I know that other members will help me, so it´s fair to help other members.	[Wa 05]
perceived moral obligation	MO	I trust that someone would help me if I were in a similar situation.	[Wa 05]
experienced and/or anticipated offline interactions	OF	The members of my virtual community often contact each other by phone.	[Ko 07]
experienced and/or anticipated offline interactions	OF	The members of my virtual community often meet each other in informal off-line meetings.	[Ko 07]
experienced and/or anticipated offline interactions	OF	The members of my virtual community actively participate in regular off-line community meetings.	[Ko 07]
actual usage	AU	My current usage of the debugging tool is: [7-point Likert scale: very infrequent - very frequent]	[Ba 98]

Annex 2 Questionnaire

Figure 13 shows die introductory text of the questionnaire displayed as starting page of the survey.

Table 101 lists the questionnaire items.

Table 102 shows the group titles and helping information displayed as heading texts of the item groups.

Table 103 lists texts displayed as helping information for some items.

Figure 13 Questionnaire - introductory text

Umfrage zu Freizeit-Blogs

Herzlich Willkommen !

Vielen Dank, dass Sie bei dieser Umfrage zu Freizeit-Blogs mitmachen ! Sie unterstützen damit mein Studiums-Projekt, mit dem ich mich seit Anfang 2008 beschäftige.

Im Rahmen dieser anonymen Umfrage möchte ich Ihnen eine ganze Reihe Fragen zur Wahrnehmung von Freizeit-Blogs (zum Beispiel über Wander- und Ausflugsmöglichkeiten auf www.wandertipp.at) stellen. Wichtig wäre daher, dass sie eine ungefähre Vorstellung haben, worum es sich bei einem Freizeit-Blog handelt.

Durch die Anonymität der Umfrage möchte ich dazu ermutigen, wahrheitsgemäß zu antworten. Zum Beispiel möchte ich anhand der gesammelten Antworten auch herausfinden, ob bestimmte Faktoren die Absicht beeinflussen, KEINEN eigenen Blog zu führen. - Ehrliche, zutreffende Antworten sind dafür die Voraussetzung.

Die Umfrage richtet sich an gelegentliche Leser von Freizeit-Blogs ebenso wie an Leser, die hin und wieder in solchen Blogs Kommentare hinterlassen oder sogar selbst einen eigenen Blog führen.

Allgemeines Interesse an regionalen Wander- oder Ausflugsmöglichkeiten sollten Sie mitbringen. Ob Sie selbst sehr aktiv Wanderungen oder Ausflüge unternehmen spielt keine Rolle.

Eine Reihe Fragen werden sich mit Ihren mir wichtig erscheinenden persönlichen Einstellungen und Absichten im Zusammenhang mit Freizeit-Blogs beschäftigen.

Der Fragebogen ist so gestaltet, dass jede Frage beantwortet werden muss. Bitte zögern Sie daher nicht, bei Unsicherheit einfach "aus dem Bauch heraus" eine Antwort zu geben. Haben Sie zu einer bestimmten Frage tatsächlich "gar keine Meinung", dann wählen Sie bitte die neutrale Antwortmöglichkeit "teils/teils".

Eine Reihe von Fragen enthält sowohl die Formulierung in der "konkreten Form", als auch in der "Möglichkeitsform" - zum Beispiel: "Das Lesen von Freizeit-Blogs ist oder wäre für mich nützlich, um..." Wenn Sie bisher mit Freizeit-Blogs eher wenig zu tun hatten, wird die Formulierung in der Möglichkeitsform Sie eher ansprechen.

Ich habe nach Start der Befragung mehrfach das Feedback erhalten, dass einzelne Fragen als sehr ähnlich (gleich) und nur verschieden formuliert empfunden werden. Bitte lassen Sie sich dadurch nicht irritieren.

Die Ergebnisse der Umfrage werden im Laufe der Sommermonate 2009 auf www.wandertipp.at veröffentlicht werden.

Alle nun folgenden Fragen in Ruhe durchzulesen benötigt etwa 12 Minuten. Die Beantwortung der Fragen sollte daher etwa 20-25 Minuten in Anspruch nehmen und möglichst "in einem Schwung" erfolgen.

Vielen Dank für Ihre Teilnahme !

Andreas Baumgartner
Maria Lanzendorf, NÖ
andreas.baumgartner@wandertipp.at

Diese Umfrage enthält 126 Fragen.

Eine Bemerkung zum Datenschutz

Dies ist eine anonyme Umfrage.

Die Daten mit Ihren Antworten enthalten keinerlei auf Sie zurückzuführende/identifizierende Informationen, es sei denn bestimmte Fragen haben Sie explizit danach gefragt. Wenn Sie für diese Umfrage einen Zugangsschlüssel benutzt haben, so können Sie sicher sein, dass der Zugangsschlüssel nicht zusammen mit den Daten abgespeichert wurde. Er wird in einer getrennten Datenbank aufbewahrt und nur aktualisiert, um zu speichern, ob Sie diese Umfrage abgeschlossen haben oder nicht. Es gibt keinen Weg die Zugangsschlüssel mit den Umfrageergebnissen zusammenzuführen.

Table 101 Questionnaire items

item number	item group	item name	item text (German language)	item values	coding
1	1	AU-1	Wie häufig lesen Sie Blog-Artikel über Wander- oder Ausflugsmöglichkeiten ?	sehr selten / fast gar nicht[1], mehrmals im Monat[2], mehrmals in der Woche[3], nahezu täglich[4], mehrmals täglich[5]	
2	2	PR-1	Das Lesen von Freizeit-Blogs ist oder wäre für mich nützlich, um mir Wissen anzueignen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
3	2	PR-2	... um neue Ideen zu erhalten.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
4	2	PR-3	... um wichtige Anregungen und Vorschläge für die konkrete Touren- oder Ausflugsplanung zu erhalten.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
5	2	PR-4	... um aktuelle Informationen zu erhalten (zum Beispiel über Witterung, Wanderbedingungen, Sehenswürdigkeiten, Einkehrmöglichkeiten, ...).	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
6	2	PR-5	... um von den Erfahrungen anderer zu profitieren und das Beste für mich herauszunehmen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
7	2	PR-6	Das Lesen von Freizeit-Blogs ist oder wäre für mich nützlich zur Unterhaltung.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
8	3	PER-1	Als Leser eine Blog-Seite zu bedienen, fällt mir leicht oder würde mir leicht fallen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
9	3	PER-2	Generell finde ich, dass Blog-Seiten für Leser leicht zu bedienen sind.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
10	3	PER-3	Ich bin rasch ein geschickter Blog-Leser geworden oder würde rasch ein solcher werden.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
11	3	PER-4	Sich als Leser auf einer Blog-Seite zurecht zu finden ist eher mühsam.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
12	4	BIR-1	Vorausgesetzt ich habe die Möglichkeit dazu, möchte ich Freizeit-Blogs (zum Beispiel über Wander- und Ausflugsmöglichkeiten) lesen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
13	4	BIR-2	Ich kann mir vorstellen, dass ich zukünftig Freizeit-Blogs lesen werde, wenn ich dazu die Möglichkeit habe.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
14	4	BIR-3	Ich habe vor, Freizeit-Blogs (zum Beispiel über Wander- und Ausflugsmöglichkeiten) zu lesen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
15	4	BIR-4	Wenn sich die Gelegenheit dazu bietet, habe ich vor, mich meistens vor Wanderungen und Ausflügen auch auf privaten Internetseiten, wie zum Beispiel in Freizeit-Blogs, zu informieren.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
16	4	BIR-5	Freizeit-Blogs sprechen mich weniger an, so etwas werde ich kaum lesen.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
17	5	AU-2	Wie häufig geben Sie Kommentare in Freizeit-Blogs ab ?	niemals[1], sehr selten / fast gar nicht[2], mehrmals im Monat[3], mehrmals in der Woche[4], nahezu täglich[5]	
18	6	PC-1	Artikel in Freizeit-Blogs selbst zu kommentieren ist oder wäre für mich nützlich, um mich mit dem Blog-Autor und anderen Blog-Besuchern über durchgeführte oder geplante Wanderungen und Ausflüge auszutauschen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
19	6	PC-2	... um Antworten auf Fragen zu erhalten, die mir beim Lesen von Blog-Artikeln über Wander- und Ausflugsmöglichkeiten einfallen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
20	6	PC-3	... um mit dem Blog-Autor und anderen Leuten in Kontakt zu kommen, mit denen ich gemeinsame Interessen habe.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
21	6	PC-4	... um die vorgefundenen Blog-Inhalte zu ergänzen oder zu zeigen, wie ich über diese denke.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
22	6	PC-5	Artikel in Freizeit-Blogs selbst zu kommentieren ist oder wäre für mich nützlich aus Freude an der eigenen Kreativität.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	

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23	6	PC-6	..., weil es mir Spaß macht.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
24	7	PEC-1	Ich glaube, die Kommentarfunktion auf Blog-Seiten ist generell einfach bedienbar.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
25	7	PEC-2	Auf einer Blog-Seite selbst einen Kommentar zu hinterlassen, ist oder wäre für mich eine schwierige technische Aufgabe.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
26	7	PEC-3	Die Bedienbarkeit betreffend glaube ich, dass es leicht ist, auf einer Blog-Seite einen Kommentar zu hinterlassen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
27	8	BIC-1	Wenn ich dazu die Möglichkeit habe, möchte ich in Freizeit-Blogs selbst Kommentare hinterlassen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
28	8	BIC-2	Ich habe vor, mich ansprechende Artikel in Freizeit-Blogs in der Regel selbst zu kommentieren.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
29	8	BIC-3	Ich habe eher nicht vor, selbst die Kommentarfunktion in Freizeit-Blogs zu nutzen.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
30	9	AU-3	Wie häufig verfassen Sie Blog-Artikel ? - Zum Beispiel über eigene Hobbies oder Freizeit-Themen.	niemals[1], sehr selten / fast gar nicht[2], mehrmals im Monat[3], mehrmals in der Woche[4], beinahe täglich[5]	
31	10	PB-1	Selbst einen eigenen Freizeit-Blog zu führen ist oder wäre für mich nützlich, um wie in einem Tage- oder Tourenbuch wichtige Erlebnisse festhalten zu können.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
32	10	PB-2	... um mich über meine Erfahrungen / Erlebnisse mit anderen auszutauschen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
33	10	PB-3	... um zu zeigen, was mir wichtig ist und womit ich mich beschäftige.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
34	10	PB-4	... um mit Freunden, Bekannten oder Verwandten in Kontakt zu bleiben.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
35	10	PB-5	..., weil ich es "super" finde, einen solchen zu haben.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
36	10	PB-6	... um meiner Kreativität freien Lauf lassen zu können.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
37	11	PEB-1	Die Blog-Software selbst zu bedienen, würde mir leicht fallen oder fällt mir leicht.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
38	11	PEB-2	Die Bedienung der Blog-Software kann für mich "keine Kunst" sein oder ist für mich "keine Kunst".	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
39	11	PEB-3	Es würde mir leicht fallen, selbst die Bedienung der Blog-Software zu erlernen oder es ist mir leicht gefallen diese selbst zu erlernen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
40	11	PEB-4	Mir würde es leicht fallen, die Blog-Software dazu zu bringen, das zu tun, was ich will. ODER: Mir ist es leicht gefallen, die Blog-Software dazu zu bringen, das zu tun, was ich will.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
41	11	PEB-5	Ich glaube, die Bedienung der Blog-Software ist mühsam.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
42	11	PEB-6	Generell glaube ich, dass die Blog-Software leicht zu bedienen ist.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
43	12	BIB-1	Vorausgesetzt, ich habe dazu die Möglichkeit, werde ich selbst einen eigenen Freizeit-Blog beginnen oder werde ich selbst meinen eigenen Freizeit-Blog weiterführen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
44	12	BIB-2	Wenn ich die Möglichkeit habe, selbst einen eigenen Freizeit-Blog zu führen, sage ich schon heute, daß ich sie wahrnehmen werde.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
45	12	BIB-3	Selbst einen eigenen Freizeit-Blog zu führen ist "nicht mein Ding", so etwas werde ich kaum jemals oder nicht mehr lange tun.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
46	12	BIB-4	Die Möglichkeit dazu vorausgesetzt, habe ich vor, selbst über mir wichtige Dinge weiterhin oder zukünftig in einem eigenen Blog zu berichten.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	

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47	13	SE-1	Mir muß in der Regel keiner erklären, wie man einen mir neuen Internet-Dienst nutzt. (Bitte beachten Sie den Hinweistext zu dieser Frage !!!)	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
48	13	SE-2	Auch wenn ich einen mir neuen Internet-Dienst noch nie zuvor genutzt habe, weiß ich mir in der Regel zu helfen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
49	13	SE-3	Um die Nutzung eines mir neuen Internet-Dienstes zu lernen, reicht mir normalerweise eine Beschreibung oder ein Benutzerhandbuch.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
50	13	SE-4	Ich komme üblicherweise mit einem mir neuen Internet-Dienst zurecht, sobald ich jemandem zugesehen habe, der sich auskennt.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
51	13	SE-5	Ich komme mit einem mir neuen Internet-Dienst normalerweise zurecht, wenn jemand da ist, den ich fragen kann, sobald ich nicht mehr weiter weiß.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
52	13	SE-6	Üblicherweise reicht mir eine kurze Einschulung, damit ich mit einem mir neuen Internet-Dienst zurechtkomme.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
53	14	RS-1	Ich glaube, ich habe ausreichend Erfahrung in der Bedienung von Internet-Diensten, um diese zu nutzen, wenn ich das möchte.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
54	14	RS-2	Ich hätte oder habe ausreichend Zeit, um selbst Artikel für einen eigenen Blog zu verfassen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
55	14	RS-3	Eine Blog-Software funktioniert wahrscheinlich ganz anders als die Dinge, die ich am Computer und im Internet sonst tue.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
56	14	RS-4	Ich habe wahrscheinlich eine ausreichend schnelle Internet-Verbindung und einen ausreichend modernen Computer, um eine Blog-Software zu nutzen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
57	14	RS-5	Es fällt mir in der Regel schwer, über meine Erlebnisse einen schriftlichen Erlebnisbericht zu verfassen.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
58	14	RS-6	Es fällt mir in der Regel schwer, zu einem gelesenen Text einen treffenden Kommentar oder eine passende Anmerkung zu verfassen.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
59	14	RS-7	Im Urlaub, auf Wanderungen oder bei Ausflügen habe ich häufig eine Digitalkamera bei mir.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
60	15	AX-1	Die Vorstellung, einen mir neuen Internet-Dienst zu verwenden, macht mir eher Angst.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
61	15	AX-2	Einen Computer zu bedienen oder im Internet zu surfen, macht mich eher nervös.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
62	15	AX-3	Wenn ich mit Computern oder dem Internet zu tun bekomme, fühle ich mich eher unwohl.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
63	15	AX-4	Wenn ich mir vorstelle, einen mir neuen Internet-Dienst zu verwenden, fühle ich mich eher verloren.	trifft völlig zu[5], trifft eher zu[4], teils/teils[3], trifft eher nicht zu[2], trifft gar nicht zu[1]	reverse
64	16	PL-1	Wenn ich meinen Computer und das Internet nutze, empfinde ich mich als spontan.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
65	16	PL-2	... empfinde ich mich als fantasievoll und ideenreich.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
66	16	PL-3	... empfinde ich mich als flexibel.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
67	16	PL-4	... empfinde ich mich als kreativ.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
68	17	TB-1	Ich glaube, dass die Autoren und Kommentatoren auf www.wandertipp.at mir niemals bewußt schaden werden.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
69	17	TB-2	Ich kann mich darauf verlassen, dass die Autoren und Kommentatoren auf www.wandertipp.at sich überlegen, wie sie mit mir und Informationen über mich umgehen, bevor sie etwas tun.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	

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70	17	TB-3	Die meisten Autoren und Kommentatoren auf www.wandertipp.at nehmen darauf Rücksicht, was anderen Teilnehmern wichtig ist oder wichtig sein könnte.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
71	18	TI-1	Die Autoren und Kommentatoren auf www.wandertipp.at sind in ihrem Umgang miteinander ehrlich.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
72	18	TI-2	Ich finde, die Autoren und Kommentatoren auf www.wandertipp.at sind generell aufrichtige Leute.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
73	18	TI-3	Die Autoren auf www.wandertipp.at sind daran interessiert, wahrheitsgetreu über Wander- und Freizeitmöglichkeiten zu berichten.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
74	18	TI-4	Die Autoren und Kommentatoren auf www.wandertipp.at machen keine leeren Versprechungen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
75	18	TI-5	Den meisten Autoren und Kommentatoren auf www.wandertipp.at kann ich vertrauen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
76	19	TA-1	Die Autoren auf www.wandertipp.at kennen sich in der Regel mit den Dingen aus über die sie berichten.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
77	19	TA-2	Die Autoren auf www.wandertipp.at sind fast immer fähig, lesenswerte Blog-Artikel zu erstellen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
78	19	TA-3	Die Autoren auf www.wandertipp.at unternehmen gelungene Freizeitaktivitäten (zum Beispiel Wanderungen oder Ausflüge).	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
79	20	TU-1	Im Allgemeinen finde ich es unbedenklich, im Internet persönliche Angaben einzugeben, wenn diese später nicht für jedermann sichtbar sind - zum Beispiel meine E-Mail-Adresse, meinen Namen, Wohnort oder Geburtsdaten.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
80	20	TU-2	Im Allgemeinen finde ich es unbedenklich, wenn Fotos oder andere persönliche Angaben über mich im Internet öffentlich zu finden sind.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
81	20	TU-3	Ich glaube, dass es unwahrscheinlich ist, dass mir jemand schaden will, der Dinge über mich im Internet erfährt.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
82	20	TU-4	Ich vertraue grundsätzlich anderen Menschen im Internet, außer sie geben mir konkreten Anlass, dies nicht zu tun.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
83	21	AU-4	Nehmen Sie regelmäßig an einer Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten teil ? (www.gipfeltreffen.at und www.wandertipp.at sind Beispiele für solche Online-Gemeinschaften. - Bitte beachten Sie dazu auch den Hinweistext !!!)	ja[1],nein[2]	
84	22	IR-1	Von meiner Teilnahme an einer Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten profitieren die meisten anderen Teilnehmer oder würden die meisten anderen Teilnehmer profitieren.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
85	22	IR-2	Die meisten anderen Teilnehmer begrüßen es oder würden es begrüßen, wenn ich an ihrer Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten teilnehme.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
86	22	IR-3	Meine Teilnahme ist oder wäre für eine Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten eine Bereicherung.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
87	22	IR-4	Meine Wander- und Ausflugsberichte sind oder wären anderen Leuten eine Hilfe.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
88	23	EN-1	Wenn ich das kann, würde es mir Freude machen oder macht es mir Freude, anderen Teilnehmern an einer Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten zu helfen, indem ich zum Beispiel ihre Fragen beantworte.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
89	23	EN-2	Wo ich das kann, ist oder wäre es für mich ein gutes Gefühl, andere Teilnehmer an einer Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten zu unterstützen, indem ich zum Beispiel ihre Fragen beantworte.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
90	23	EN-3	Wo ich das kann, würde es mir Spaß machen oder macht es mir Spaß, die Fragen anderer Teilnehmer an einer Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten zu beantworten.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	

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91	24	WE-1	Ich fühle mich mit den Leuten auf www.wandertipp.at oder einer anderen Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten, an der ich teilnehme, verbunden.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
92	24	WE-2	Für mich wäre es ein Verlust, wenn es www.wandertipp.at oder eine andere Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten, an der ich teilnehme oder teilnehmen könnte, nicht mehr gibt.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
93	24	WE-3	Das Weiterbestehen von www.wandertipp.at oder einer anderen Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten, an der ich teilnehme oder teilnehmen könnte, ist mir ein Anliegen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
94	25	MO-1	Ich weiß, dass mich andere Teilnehmer in einer Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten mit ihren Tipps unterstützen oder unterstützen würden. Deshalb ist oder wäre es nur fair, dass ich mich ebenfalls einbringe, wo ich das kann.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
95	25	MO-2	Fragen anderer Teilnehmer einer Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten beantworte ich auch deshalb oder würde ich auch deshalb beantworten , weil ich weiß, dass die anderen Teilnehmer ebenfalls meine Fragen beantworten oder beantworten würden, soweit sie dazu in der Lage sind.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
96	25	MO-3	Ich finde, in einer Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten soll man mit den anderen Teilnehmern so umgehen, wie man es sich für sich selber wünscht.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
97	26	CR-1	Mir ist oder wäre es wichtig, meine Blog-Artikel leicht auch an anderen Stellen im Internet veröffentlichen zu können, um einen möglichst großen Leserkreis zu erreichen.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
98	26	CR-2	Mir ist oder wäre es wichtig, dass ich mit denselben eigenen Wander- und Ausflugsberichten leicht an mehreren Online-Gemeinschaften teilnehmen kann.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
99	26	CR-3	Mir ist oder wäre es wichtig, verschiedene von mir erstellte Wander- und Ausflugsberichte auch an einer Stelle im Internet (zum Beispiel im eigenen Blog) beisammen zu haben.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
100	27	OF-1	Im Fall meiner Teilnahme an einer Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten ist für mich wichtig, dass man sich auch persönlich trifft.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
101	27	OF-2	Sich ergänzend zur Kommunikation übers Internet auch persönlich zu treffen, erscheint mir wichtig.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
102	27	OF-3	Mir fehlt etwas oder würde etwas fehlen, wenn ich mich mit anderen Menschen, die ich nie persönlich getroffen habe, über einen längeren Zeitraum ausschließlich übers Internet austausche oder austauschen würde.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
103	27	OF-4	Die Möglichkeit, Gemeinschafts-Aktivitäten zu unternehmen, ist oder wäre mir an einer Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten wichtig.	trifft völlig zu[1], trifft eher zu[2], teils/teils[3], trifft eher nicht zu[4], trifft gar nicht zu[5]	
104	28	AU-5	Wie häufig verfassen Sie Wander- oder Ausflugsberichte, die im Internet veröffentlicht werden ?	niemals[1], sehr selten / fast gar nicht[2], mehrmals im Monat[3], mehrmals in der Woche[4], beinahe täglich[5]	
105	28	AU-6	Haben Sie eine eigene Homepage oder einen eigenen Blog über Hobbies oder Freizeit-Themen ?	ja[1],nein[2]	
106	28	AU-7	Sind Sie Teilnehmer in einem Online-Forum über Hobbies oder Freizeit-Themen ? (Zum Beispiel www.gipfeltreffen.at ist ein Online-Forum. www.wandertipp.at ist KEIN Online-Forum.)	ja[1],nein[2]	
107	28	AU-8	Haben Sie einen eigenen Blog ?	ja[1],nein[2]	
108	29	DE-1	Welche Internetverbindung steht Ihnen in Ihrer Freizeit zur Verfügung ? Bitte beantworten Sie diese Frage zur von Ihnen in der Freizeit am häufigsten genutzten Internetverbindung.	gar keine[1], ich weiß nicht[2], eine Wählverbindung (56k-Modem oder langsamer)[3], eine Breitband-Verbindung (zB ADSL)[4], ein mobiler Internetzugang (GPRS, EDGE oder UMTS)[5]	
109	29	DE-2	Wie alt ist der von ihnen in der Freizeit am häufigsten verwendete Computer ?	Ich verwende / habe in der Freizeit keinen Computer[1], älter als 5 Jahre[2], 4-5 Jahre[3], nicht älter als 3 Jahre[4]	

item number	item group	item name	item text (German language)	item values	coding
110	29	DE-3	Wie lange liegt es zurück, dass Sie www.wandertipp.at zum ERSTEN Mal besucht haben ? (Wie lange liegt Ihr erster Besuch auf www.wandertipp.at in etwa zurück ?)	max. 1 Woche[1], länger als 1 Woche, maximal 1 Monat[2], länger als 1 Monat, maximal 3 Monate[3], länger als 3 Monate, maximal 5 Monate[4], länger als 5 Monate[5]	
111	29	DE-4	Wie regelmäßig lesen Sie auf www.wandertipp.at ? Gemeint sind Internet-Seiten, deren Link den Text "wandertipp.at" enthält.	sehr selten / fast gar nicht[1], mehrmals im Monat[2], mehrmals in der Woche[3], nahezu täglich[4], mehrmals täglich[5]	
112	29	DE-5	Wo wohnen Sie ?	in Österreich[1], in Deutschland[2], in der Schweiz[3], in einem anderen EU-Land als Österreich, Deutschland oder der Schweiz[4], außerhalb der EU[5]	
113	29	DE-6	In welchem Österreichischen Bundesland wohnen Sie ?	Wien[1], Niederösterreich[2], Burgenland[3], Oberösterreich[4], Steiermark[5], Kärnten[6], Salzburg[7], Tirol[8], Vorarlberg[9], Ich wohne nicht in Österreich[10],	
114	29	DE-7	Ihr Geschlecht ?	männlich[1], weiblich[2]	
115	29	DE-8	Wie alt sind Sie ?	jünger als 18 Jahre[1], 18 bis 29 Jahre[2], 30 bis 44 Jahre[3], 45 bis 65 Jahre[4], älter als 65 Jahre[5]	
116	29	DE-9	Welchen höchsten Schulabschluss haben Sie ?	Pflichtschulabschluß oder vergleichbar[1], Berufsbildende Schule (max. 3 Jahre)[2], Matura, Abitur oder vergleichbar[3], Fachhochschulabschluß oder vergleichbar[4], Universitätsabschluß oder vergleichbar[5]	
117	29	DE-10	Welche Erwerbssituation trifft auf Sie zu ?	unselbständig erwerbstätig[1], selbständig[2], arbeitslos[3], in Ausbildung[4], pensioniert[5]	
118	29	DE-11	Sind Sie Mitglied eines Wandervereines (zum Beispiel Österreichischer Alpenverein, Naturfreunde, Gebirgsverein) ?	ja[1],nein[2]	
119	29	DE-12	Wie häufig unternehmen Sie im Frühjahr und Frühsommer Ausflüge ? (Bitte berücksichtigen Sie Wanderungen und Bergtouren als Ausflüge)	sehr selten / fast gar nicht[1], alle paar Wochen[2], fast jede Woche[3], mehrmals in der Woche[4]	
120	29	DE-13	Wie häufig unternehmen Sie im Frühjahr und Frühsommer Wanderungen, Bergtouren und andere Ausflüge mit körperlicher Betätigung im Freien ? (Gefragt ist die Häufigkeit von Ausflügen, bei denen körperliche Betätigungen im Freien im Vordergrund stehen.)	sehr selten / fast gar nicht[1], alle paar Wochen[2], fast jede Woche[3], mehrmals in der Woche[4]	
121	29	DE-14	Zu wievielen Personen leben Sie im gemeinsamen Haushalt ?	allein[1], zu zweit[2], zu dritt[3], zu viert[4], zu fünft oder mehr Personen[5]	
122	29	DE-15	Mit wievielen Personen im Alter von maximal 12 Jahren leben Sie im gemeinsamen Haushalt ?	keiner[1], 1[2], 2[3], 3[4], mehr als 3[5]	
123	29	DE-16	Wie häufig nutzen Sie in der Regel das Internet in Ihrer Freizeit ?	niemals / fast nie[1], bis zu 1x die Woche[2], mehrmals in der Woche[3], täglich[4], mehrmals am Tag[5]	
124	29	DE-17	Wie lange am Tag nutzen Sie in der Regel in ihrer Freizeit das Internet ?	gar nicht / beinahe gar nicht[1], weniger als 30 Minuten[2], 30 Minuten bis 1 Stunde[3], länger als 1 Stunde, bis zu 2 Stunden[4], länger als 2 Stunden, bis zu 3 Stunden[5], mehr als 3 Stunden[6]	
125	29	DE-18	Ihr NAME und / oder Ihre E-MAIL-ADRESSE und/oder Ihr WOHNORT ? - !!! FREIWILLIGE ANGABE !!!	optional text field	
126	29	DE-19	Wie haben Sie von dieser Umfrage zum ersten Mal erfahren ?	Ich habe über diese im Internet gelesen.[1], Ich wurde auf diese auf elektronischem Weg (zum Beispiel über E-Mail, Persönliche Nachricht oder Kommentar) aufmerksam gemacht.[2], Freunde, Bekannte oder Verwandte haben mich persönlich zur Umfrage angesprochen.[3]	

Table 102 Questionnaire: item groups

item group	group title	helping information
1	Blog-Artikel lesen	
2	Blog-Artikel lesen	Wozu ist das Lesen von Freizeit-Blogs nützlich ?
3	Blog-Artikel lesen	
4	Blog-Artikel lesen	
5	Blog-Artikel kommentieren	
6	Blog-Artikel kommentieren	Wozu ist es nützlich, Artikel in Freizeit-Blogs zu kommentieren ?
7	Blog-Artikel kommentieren	
8	Blog-Artikel kommentieren	
9	Blog-Artikel schreiben	
10	Eigenen Blog führen	Wozu ist es nützlich, einen Freizeit-Blog selbst zu führen ?
11	Eigenen Blog führen	
12	Eigenen Blog führen	
13	Eigene Erfahrungen	
14	Eigene Möglichkeiten	
15	Eigene Einstellung	
16	Eigener Umgang mit Computer und Internet	Wie empfinden Sie sich, wenn Sie Ihren Computer und das Internet nutzen ?
17	Andere Teilnehmer	
18	Andere Teilnehmer	
19	Andere Teilnehmer	
20	Internet allgemein	
21	Eigene Teilnahme	
22	Eigene Teilnahme	
23	Eigene Teilnahme	
24	Eigene Teilnahme	
25	Eigene Teilnahme	
26	Veröffentlichungsmöglichkeiten	
27	Treffen anderer Teilnehmer	
28	Bisher im Internet	
29	Weitere Angaben	

Table 103 Questionnaire: helping texts for items

item number	item name	helping information
2	PR-1	Mit Freizeit-Blogs sind private Webseiten gemeint, in denen vom Autor verfaßte Berichte über zum Beispiel Wander- und Ausflugsmöglichkeiten zeitlich geordnet angezeigt werden. Beispiele solcher Freizeit-Blogs finden Sie auf www.wandertipp.at.
12	BIR-1	Unter Möglichkeit wird bei dieser und den nächsten Fragen verstanden, daß Ihnen ausreichend Zeit dafür zur Verfügung steht, Sie einen geeigneten Internetzugang haben und für Sie interessante Blogs vorhanden sind.
27	BIC-1	Unter Möglichkeit wird bei dieser und den nächsten Fragen verstanden, daß Ihnen ausreichend Zeit dafür zur Verfügung steht, Sie einen geeigneten Internetzugang haben und für Sie interessante Blogs vorhanden sind.
37	PEB-1	Unter Blog-Software wird das Internet-Programm (die Software) verstanden, welche verwendet wird, um einen eigenen Blog zu pflegen und zum Beispiel einen Blog-Artikel zu verfassen. Um zur Bedienbarkeit dieser Software eine Meinung zu haben, müssen Sie diese nicht ausprobiert haben. - Was meinen Sie, würde ihnen die Bedienung dieser Software leicht fallen ?
43	BIB-1	Unter Möglichkeit wird bei dieser und den nächsten Fragen verstanden, daß Ihnen ausreichend Zeit dafür zur Verfügung steht und sie über einen ausreichend moderenen Computer und einen geeigneten Internetzugang verfügen.
47	SE-1	ACHTUNG: Mit "Internet-Diensten" sind bei dieser und einer Reihe folgender Fragen Internet-Programme gemeint, die an den Benutzer höhere Anforderungen stellen, als es zum Beispiel das Durchführen einer Stichwort-Suche mit einer Suchmaschine wie Google oder das Lesen einer Informations-Seite erfordern. BEISPIELE für vom Benutzer durchzuführende Aufgaben im Zusammenhang mit Internet-Diensten: *) das Einkaufen in einem Webshop, *) die Durchführung einer Überweisung mit Online-Banking, *) das Erstellen eines Beitrages für ein Online-Forum oder *) das Erstellen eines Blog-Beitrages.
83	AU-4	Bei dieser und einer Reihe folgender Fragen ist mit einer "Online-Gemeinschaft über Wander- und Ausflugsmöglichkeiten" eine Online-Gemeinschaft gemeint, in der sich die Teilnehmer unter anderem über Freizeitaktivitäten mit Ausflugscharakter austauschen können. - Zum Beispiel Bergtouren, Mountainbiken, Radausflüge, Klettern, Paragleiten, Canyoning, Langlaufen, Schitouren, Schneeschuhtouren, Bootsausflüge, Besichtigungen, Familienausflüge jeder Art, etc.
125	DE-18	Achtung: Bei dieser Angabe handelt es sich um eine freiwillige Angabe. Diese Angabe würde mir helfen, unnötiges Nachfragen zu vermeiden und sicherzustellen, daß keine doppelten Beantwortungen vorliegen. Lassen Sie das Feld leer, so haben Sie völlig anonym an der Befragung teilgenommen. Sie können dieses Feld auch nutzen, um hier Ihre Meinung, ergänzende Anmerkungen oder eine Nachricht zu hinterlassen.